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NEOSHO GROWERS GUIDE

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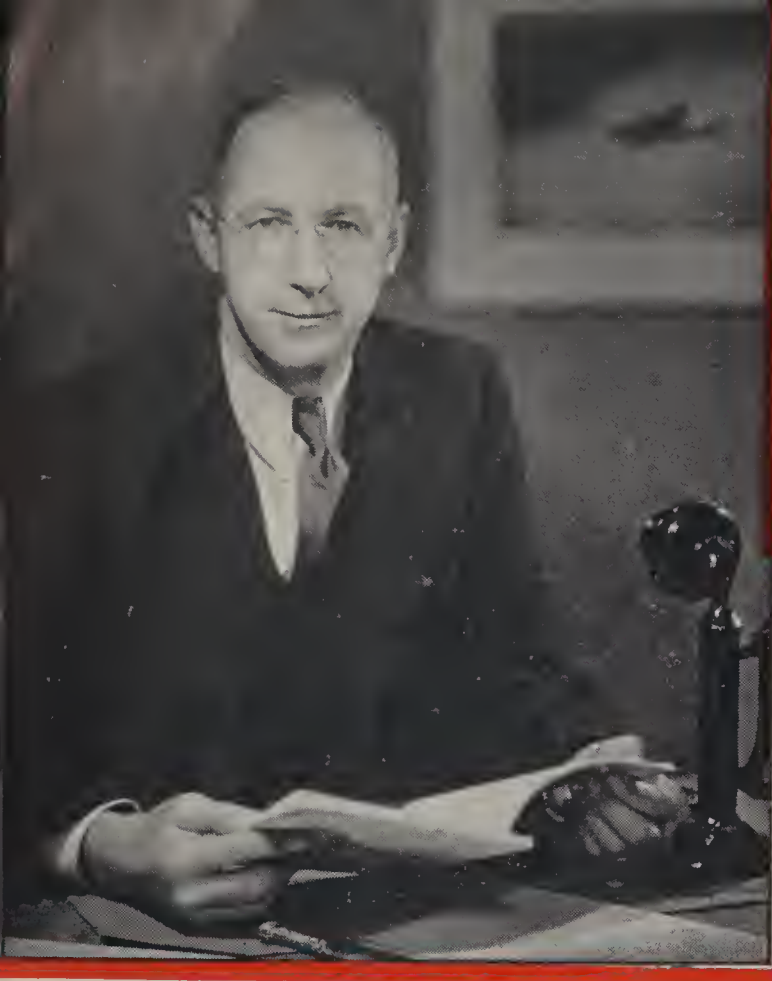
*"Yours for
Growing Satisfaction"*



NEOSHO NURSERIES CO.

NEOSHO
MISSOURI

• Better Trees and Shrubs •



A. E. WESTON
President and General Manager

**You Must Be Absolutely
Satisfied--Says the Neosho
Guarantee!**

GUARANTEE

Every item we sell carries a complete guarantee of your entire satisfaction. We guarantee you will be pleased when shipment reaches you; that stock will be true-to-name, and arrive in a live, growing condition. You will be doing us a favor in reporting any complaint of any nature. Stock will be replaced or money refunded, as you prefer, on any complaints received within ten days.

*Neosho Stock
Assures "Growing
Satisfaction"!*

**"I Am Proud of the
Real Nursery Values
We Can Offer You!"**

**—Writes President A. E. Weston
in this **PERSONAL MESSAGE** to
Our Friends and Customers . . .**

Dear Friend:

August 25, 1936

Would you look to the plains as a source for Shade Trees, or the prairies for Fruits? No, the ideal source for nursery stock is where these things can not only be propagated in the nursery row, but where they will live and thrive and produce abundantly over a period of years.

The Ozarks, the home of Neosho Nurseries, abounds with native timber, wild flowers, fruits and evergreens; wild roses ramble on the fence rows, wild grapes cling to our forest trees, and the woods are carpeted with wild strawberries and fringed with huckleberries and raspberries. What better proof could one wish for that nursery trees, plants and shrubs produced under these ideal native conditions will lay the proper foundation for your planting?

Accompanying these natural, ideal soil and climatic conditions, we are equipped with every modern facility to produce, handle and deliver to you the finest of trees, shrubs and plants in first class growing condition at the lowest possible cost.

Yours very truly,

President and General Manager

THE NEOSHO NURSERIES CO.
NEOSHO - - - MISSOURI



A section of the formal gardens at Neosho Nurseries, showing the storehouse building on U. S. Highway No. 60 and No. 7 at the edge of Neosho, Missouri.

Nature-Blessed Ozark Weather and Soil . . . Enable Us To Develop Hardy, Vigorous Plants!

There's a reason for Neosho's superior plants and trees! Mother Nature has blessed this famous Ozark region . . . with favorable weather conditions . . . a long growing season . . . and wonderfully fertile soil. We own and operate 400 acres of Ozark Hagerstown silt, loam soil . . . long recognized by horticulturists as the finest type of soil to produce plants with strong, vigorous root systems.

This Gives Us a Great Advantage in Producing the Finest Trees and Plants . . . at lowest possible cost. And it gives **you** an advantage, too . . . as we pass this saving on to our customers.

When You Plant . . . You are Making an Investment—So it pays to plant the highest quality nursery stock . . . especially when you can get it at Neosho's lower prices. Make your investment permanently profitable . . . with ever-increasing value . . . by starting right with superior Neosho plants and trees!

We Constantly Add New Improved Varieties

You always get the best . . . in making selections from Neosho stock. For we are constantly improving and are continually adding to our list, the newer and improved varieties.

"YOURS FOR GROWING SATISFACTION"

This is our slogan and it is kept constantly before every member of our organization, not only to impress them with the fact that we must supply a superior product, but we must help each customer to enjoy growing satisfaction.

By ordering **EARLY** . . . you not only help us give **YOU** and our many other customers prompt and satisfactory service . . . but you may also get one or two of these Premium Items or Groups absolutely **FREE**. Take advantage. Order **EARLY**!

FREE!

Your Choice of 6 Different Valuable Premiums—for Getting an Order of \$5, \$10, or More to Us Early—Before the Rush of Our Spring Season

● **LOOK!** Select Any **ONE** of These Premium Items or Groups, **FREE** - - - if Your Order Amounts to \$5 or More.

● **LOOK!** Select Any **TWO** of These Premium Items or Groups, **FREE** - - - if Your Order Amounts to \$10 or More.

- 1 SHRUB—Choice of:
Summer Lilac, Snow Garland, Monthly Blooming Red Spirea.
- 1 SHADE TREE 3-4 ft.—Choice of:
Chinese Elm or Lombardy Poplar.
- 3 Concord Grape Vines.
- 12 Asparagus Roots.
- 1 Apple Tree.
- 1 Peach Tree.

Order within 10 days of receipt of catalog and get the above premiums.

BUY DIRECT from the GROWER--SAVE!

No Extra Middleman's Profit to Pay . . . When You Buy From Neosho

Ordering from Neosho is like buying "direct from the factory." For our factory is the good earth. We raise our own plants, and sell **direct from the ground to you** . . . doing away with the middleman. What would ordinarily be the middleman's profit . . . is passed on to you in lower prices. So order at Neosho's lower direct-from-the-grower prices . . . and get the highest quality stock . . . at the lowest possible cost!

We GUARANTEE True-to-Name Stock!

We **guarantee** that every plant or tree you order from us will be true-to-name. In case of proof of untruthfulness to-name . . . we agree either to replace with stock of equal value . . . or refund the purchase price . . . but shall not be liable for any greater amount.

However, we assure you that you will have no cause to call on us to make good this guarantee. For our accurate records . . . careful workmen . . . and proper intent . . . insure that every Neosho tree or plant shipped **IS** true-to-name.

TERMS AND RATES

TERMS: All prices, unless otherwise specified, are f. o. b. Neosho; 10% deposit with order, balance when you are ready for shipment.

RATES: Each rate, 1-4 trees—5-rate, 5-24 trees—25-rate, 25-99 trees—100-rate, 100 or more. **Different Varieties and Kinds of Fruit Trees May Be Combined** for the benefit of rates—for instance: 50 apple, 5 cherry, 2 pear, 40 peach and 3 plum may be figured at the 100 rate.

Make Extra Savings With—



Throughout this catalog, you will see Special Money-Saving Offers . . . under the heading . . . "RED SEAL BARGAINS." These are offered especially to induce new customers to try Neosho stock. For we are certain that once you try Neosho plants and trees . . . the results will make you a regular customer. Red Seal Bargains are also offered to our regular customers.

Another Reason We Offer Red Seal Bargains is that each year we have extra good success on certain items . . . so we wish to pass this on in savings to our customers. **Take Advantage of Red Seal Bargains . . . and make worthwhile savings!**

budding Peach at the Neosho Nurseries — One-half million trees in this block — production in large quantities enables us to effect economies, which we are happy to pass on to our customers in better values.



Order Early and Get FREE Premiums as Explained on Page 3



Have Your Own Strawberry Patch . . .
For Table or Sale . . . Get Neosho
Superior Quality . . . Sent Postpaid.

STRAWBERRIES — Standard Varieties

	Per 25	Per 50	Per 100	Per 200
Aroma	\$0.35	\$0.55	\$0.85	\$1.50
Blakemore				
Dunlap				
Ozark Early				
Gem—Everbearing.	.65	1.00	1.75	

HERE is a fruit at its best when picked fully ripe and fresh. And when strawberries and cream, shortcakes and luscious strawberry pies are foods a king might envy—why not have a strawberry patch of your own? The new Neosho everbearing varieties produce fruit all summer long. The berries listed offer blight-resistant varieties of satisfying Neosho quality, both for commercial and home growing.

Aroma (Midseason to Late)—A richly colored large berry, deliciously aromatic in flavor. Ripens over a long season. Its chief merits are resistance to disease, productiveness and attractiveness, firmness and high quality of the fruit. Best adapted to silt or clay soils. 125,000 crates, 24 quarts each, are shipped out of Neosho per year, practically all Aroma. They are sent to New England, Canada, Colorado, Texas and numerous other states.

Neosho
Plants
for
Growing
Satisfaction

Blakemore—A new variety introduced and highly recommended by the U. S. Department of Agriculture; it is a cross between Premier and Missionary. A fine quality berry of light red color, good size; and an extra heavy producer. Flesh is firm with solid center, a fine shipping berry and ripens a week earlier than Aroma.

Ozark Early (Extra Early)—Dark red, excellent quality berry; large for their season. The plant is vigorous and productive.

Gem (a New Outstanding Everbearing)—Combines all the good qualities of many other varieties so that it's the ideal everbearer. It's a large, firm, good quality, fine flavored berry, a very heavy cropper, but the wonderful part is that it's a fine plant maker so that you have no trouble developing a good bed the first season.

(Senator) Dunlap (Midseason)—One of the most widely planted varieties. Noted for dependability and productiveness. A medium sized handsome berry, deep glossy red, exceedingly juicy; very good quality. Plants are very hardy and drouth-resistant. Adapted to any type of soil.

"I have planted and fruited a good many of your trees in the past 12 years and have always found them good, healthy, vigorous stock that bore true-to-name fruit."—Stanley R. Gilbert, Bowie, Maryland.

Field of Neosho
Blakemore
Strawberry
Plants
Grown by
Fred Volgt,
Mattoon,
Illinois

Write for Special Rates on Large Quantities!

DORSETT--The New Outstanding Strawberry

A bright, flaming red strawberry . . . that fairly sparkles its rich, tempting goodness. Marvelous quality and beauty. Wonderful producer and generous plant-maker. Splendid shipper. Sent Postpaid!

Per 25	Per 50	Per 100	Per 200
\$0.50	\$0.85	\$1.40	\$2.50

Take Advantage of This Unusual Offer!

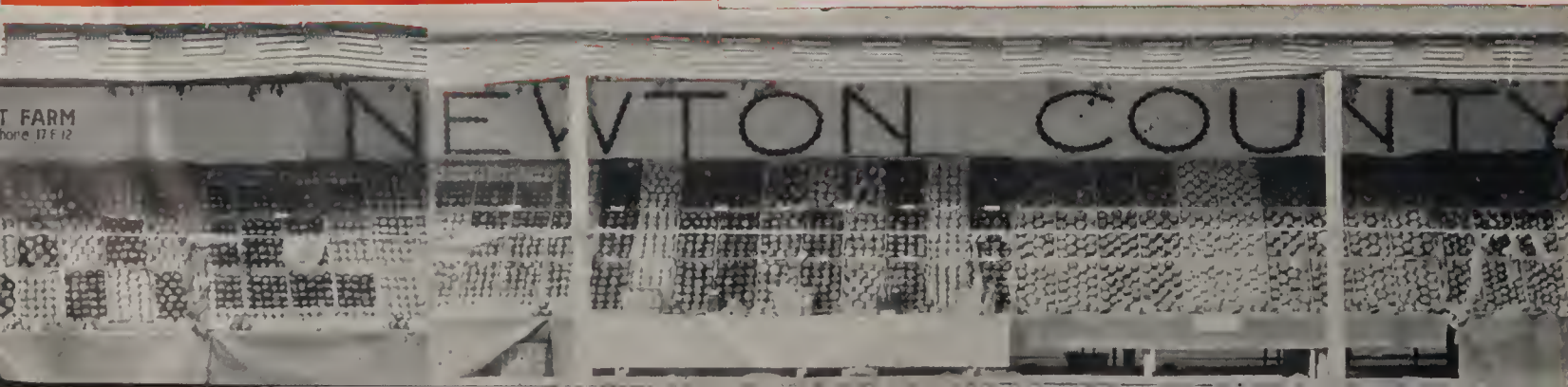


4 Apple
4 Peach
2 Cherry
2 Plum

Size of trees, 2½ - 4 ft. Take your choice of any variety listed in this catalog. Be sure to order early!

FREE With this Offer
1 Golden Bell and 1
Spirea Van Houttei

12
FRUIT
TREES
for only
\$2⁶⁹
Prepaid



Section of Apple Display of Newton County Harvest Festival at Neosho, Mo. Many of the Prize-Winning Displays were grown on Neosho Trees.

Greater Yield... More Delicious Fruit...from... **NEOSHO GRAPES**



This Vineyard of Neosho "Moore's Early" Grapes is Considered Finest in Barry County, Missouri . . . according to Oscar Reitz, owner.

Grapes Are the Most Dependable Fruit . . . and Neosho Stock the Most Dependable Vines. Get Yours at Our Lower **DIRECT-FROM-THE-GROWER** Prices

NO fruit yields so freely of delicious fruit with so little care as the grape. Grapes thrive and produce, even when neglected, but a little care and attention brings a great reward in quantity and quality fruit. Grapes are hardy and vigorous and begin to bear the second year after planting. The varieties we offer have proven superior in productiveness, reliability and quality.

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

Agawam (Red)—The most popular and widely grown of the Red Grapes. Bunches are large. Berry is large, rich, sweet and aromatic. Vine is vigorous and self-fertile. Ripens after Concord and can be kept much longer, and improves in flavor.

Brighton (Red)—A handsome high quality red grape; clusters and berries are large. Vigorous, productive, dependable, adaptable to various soils.

Campbell Early (Black)—Bunch and berry are large; high quality. Ripens about two weeks before Concord. Blooms midseason.

Catawba (Red)—The last to ripen; bunch and berries are large; the flesh is juicy, pulpy and possesses a delightful sugary flavor.

Concord (Black)—The most widely planted grape. Superior in hardiness, productivity and regularity in bearing and in ability to withstand disease and insects. Bunch and berry good size. It is the leader for making grape juice. No other grape has been able to compete with it on the market, as it can be produced so cheaply. Blooms midseason.

Delaware (Red)—The standard of quality; the best table grape. Unusually hardy; usually bears abundantly. Ripens a few days earlier than Concord. It commands the highest prices, and is valuable north and south for both home use and market. Blooms rather late.

Diamond (Green)—Seldom surpassed in quality and beauty. It is the hardiest, most productive and vigorous of the green grapes. A good keeper and shipper. It deserves a high place among the best for commercial and home vineyards. Can be grown as widely as Concord. Blooms midseason.

Moore's Early (Purplish-black)—The most widely planted early commercial grape. Ripens two weeks earlier than Concord. Good quality. It is best described as an early Concord. Blooms midseason.

Niagara (Green)—The most widely planted green grape. Larger bunches and berries than Concord, as good, or better quality. Productive, vigorous, adaptable. Ripens about with Concord. Blooms midseason.

Worden (Black)—Much better quality, larger berries and bunches and handsomer than Concord and is equally healthy, hardy, vigorous and productive. Ripens a week to ten days earlier than Concord.

GRAPES

SELECT VINES— No. 1

Not Prepaid

	Each Rate	5 Rate	25 Rate	100 Rate
Concord	\$0.12	\$0.10	\$0.08	\$0.07
Moore Early15	.12	.09	.08
Agawam20	.17	.15	.12
Diamond				
Niagara				
Worden				
Delaware				
Catawba				
Campbell Early				

COMMERCIAL GRADE—

Postpaid

Concord07	.05¹/₂	.04¹/₂
Moore Early09	.07	.05¹/₂
Agawam13	.11	.09
Diamond				
Niagara				
Worden				
Delaware				
Catawba				
Campbell Early				

CYNTHIANA America's Best Grape for Wine

Though in no sense a table grape, it makes a rich, dark red, heavy bodied wine of wonderful flavor and aroma. Vine is a vigorous grower, hardy and heavy producer. Berries are small,

round, black, in long, compact bunches. Ripens late, middle to last of September.

	Each	5	25	100
Cynthiana (Special wine type.)				
Commercial Grade	.20	.15	.12	.10
Cynthiana (Special Wine type.)				
Select Vines.....	.25	.20	.18	.16

Made Very Good Growth

"I was out to my place in the country and find that the trees and plants that I received from you this spring made very good growth. The plum trees must have grown three feet or more."—B. Locke, St. Louis, Mo.

Pleased With Peach Trees

"The 250 peach trees I got from your nurseries six years ago bore their first crop this year, and every one is well pleased. Please send me your best prices on about three or four hundred peach trees, also on about fifty cherry trees."—Fred Lefringhouse, Liberty, Illinois.

Neosho Trees Have Fine Root System

"Trees arrived in splendid condition. You certainly deserve thanks for the care with which you take the trees up and pack them; fine roots and not broken or bruised. Some nurseries cut roots short and bruise them by carelessness in digging. These trees have such a fine root system they will surely do well."—S. I. Redfield, Roswell, N. M.

Grape Vines Have Best Root Growth

"The grape vines arrived in fine condition and had the best root growth of any I have ever seen. Will certainly recommend your firm to any of my friends who are in the market for fruits of any kind."—H. C. Quick, Louisville, Ky.

"Fine As I Ever Saw"

"I take pleasure in saying that the pear trees I got from you last spring were as fine trees as I ever saw. They had excellent root systems, plenty of fine fibrous roots. All lived and went through the last summer with no loss."—W. W. McGilvray, Madison, Kansas.

Finest Vineyard in County

"I enclose a picture of my vineyard of Neosho Moore's Early Grapes. This vineyard is considered the finest in Barry County.

"When I need more nursery stock it will come from Neosho Nurseries Company, as I have learned from experience that you can depend on getting true-to-name varieties and the best of service and fair treatment from your company."—Oscar Reitz, Cassville, Mo.



“Neosho PEACHES Sell for Double the Price of Others” . . .

---Says B. E. Smith, Alexandria, Louisiana.
Read his letter:

“We are inclosing picture of one of the peach trees bought from you, showing some peaches not yet harvested. Your trees are certainly wonderfully hardy and grow the most delicious fruit. We have used now 6,000 of your trees, and the fruit from them sells for double the price of other fruit on our market.”—B. E. Smith, President Land & Lumber Co., Inc.

YOU never know how really good peaches can be until you have tasted the sun-ripened fruit from your own trees. They can be grown almost as far north as apples, and succeed well farther south. The varieties listed have been selected to give a bearing season covering two to three months, and include successful and popular kinds for home or commercial production. All of Neosho high-quality stock, and represent outstanding values.

NOTE--Ripening dates given in description are for Missouri conditions.

Alton (White Semi-Freestone) (Mid-season)—A large, handsome white fleshed peach. Tree is hardy and productive. Ripens July 15th.

Arkansas Seedling — White cling. Late.

Arp Beauty (Yellow Semi-Clingstone)—The earliest good yellow peach; heavily blushed with red, excellent quality. Ripens July 1st.

Belle of Georgia (White Freestone) (Midseason)—An unusually handsome large peach. Creamy white blushed with red; good quality. Ripens August 1st.

Carman (White Semi-Freestone) (Early)—A general favorite. Succeeds in a great variety of soils and withstands trying climates. Bears abundantly; remarkably hardy in wood and bud. Ripens July 12th.

Champlon (White Freestone) (Mid-season)—An exceptionally high quality, attractive, hardy white peach. It has a peculiar honeyed sweetness; ideal for home use and local markets. Ripens August 1st.

Crosby (Yellow Freestone) (Late)—Notable for hardness of tree and bud. Tree is rather small grower, but unusually vigorous, healthy and productive. Ripens August 15th.

Elberta (Yellow Freestone) (Mid-season)—The most widely planted commercial peach. Very large, golden yellow. Tree is very productive, yielding large quantities of uniform, highly colored fruit. Ripens August 10th.

Early Elberta (Yellow Freestone) (Midseason)—Superior in quality, flavor and appearance to all other Elbertas and ripens 3 to 5 days ahead. Be sure to get our special strain.

Late Elberta (Yellow Freestone) — A large yellow peach with red cheek of Elberta type, ripening last of August, extending the Elberta season 20 days.

Elberta Cling (Yellow Clingstone) (Midseason)—The best yellow Clingstone; especially fine for canning, preserving and pickling; large, yellow, round. Ripens August 15th.

Erose (Early Rose; red and white Clingstone) (Early)—This peach originated in Georgia and was introduced by us. It has a delicious sweet flavor, red flesh, medium size. The best early peach. Ripens July 5th.

Greensboro (White Semi-Freestone) (Early)—A leading early white peach. Large, vigorous, healthy trees, early bearing and exceptionally prolific. Ripens July 1st.

Proud of Peach Trees

“We have on the Ireland Fruit Farm about 300 of your peach trees that are six years old. We are very proud of these.”—E. R. Spencer, Lebanon, Ill.

Real PEACH Bargains!

--at Neosho Direct-from-Grower-to-You
Prices . . .

12^c

EACH

You are allowed the regular quantity price on total number of plants you order, regardless of varieties.

in 100 lots.
Postpaid

Height	Each	5-rate	25-rate	100-rate
2- 3 ft. (Postpaid).....	\$0.20	\$0.17	\$0.14	\$0.12
3- 4 ft. (Postpaid).....	.25	.22	.20	.18
3½-5 ft.35	.30	.27	.25

J. H. Hale (Yellow Freestone) (Mid-season)—Very large in size; beautiful yellow overlaid with red, and has a firm, fine grained yellow flesh of good quality. It colors up a week before maturity, ripens 3 to 7 days ahead of Elberta.

Heath Cling (White Clingstone) (Very late)—Best to preserve or pickle whole. Exceptionally good keeper. Ripens September 20th.

Hiley (White Freestone) (Midseason)—Hiley is the earliest commercial Freestone white fleshed peach; better in quality than most of its season. Flesh is firm, sweet. Good shipper. Ripens July 20th.

Krummel (Yellow Freestone) (Very late)—A large peach, one side a little larger than the other. A rich golden yellow blushed with carmine. Good quality. A good keeper and shipper. Ripens September 10th.

Hale Haven—This marvelous new peach is a cross between the J. H. Hale and South Haven peaches. Large, beautifully colored, yellow fleshed, perfect freestone peach with a beautiful red blush. An extra high quality, heavy producing peach, extremely hardy and a splendid shipper. This new peach ripens two weeks ahead of Elberta.

Golden Jubilee—This new variety has aroused more interest among fruit growers than any peach developed in years, because it is a large, high quality yellow freestone that ripens four weeks ahead of Elberta. The skin is yellow flushed with red, flesh is yellow, tender, juicy and sweet; tree habits like Elberta.

	Each	5-rate	25-rate
2 -3 ft....	\$0.30	.27	.25
3 -4 ft....	.35	.33	.30
3½-5 ft....	.50	.45	.40

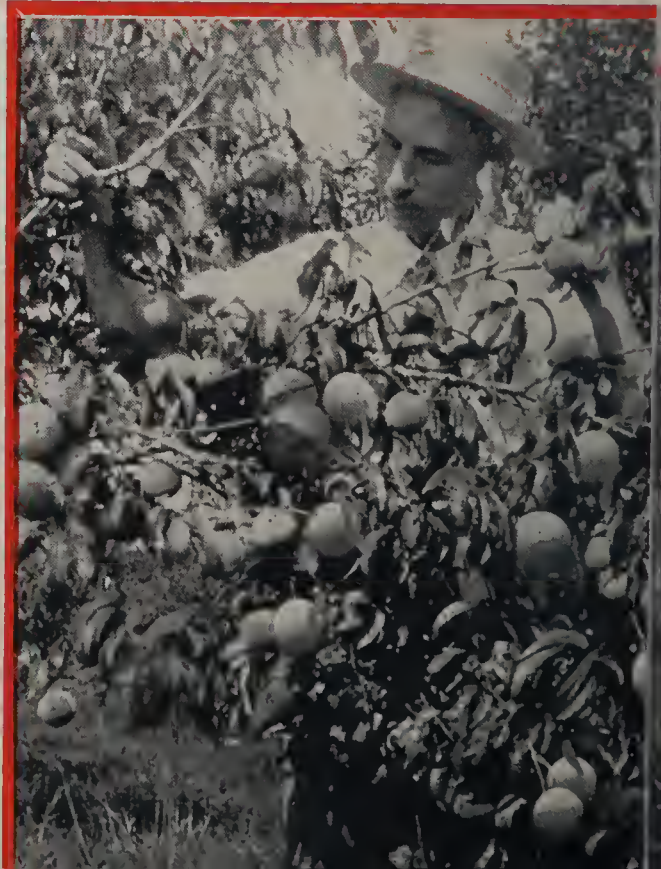
FREE One Hale Haven or Golden Jubilee with an Order for 25 or More Peach of Other Varieties

Late Crawford (Yellow Freestone) (Late) — Its high quality, scarcely equaled in richness of flavor. Adaptable to a wide range of soil and climate. Ripens August 18th.

Mayflower (White Semi-Clingstone) (Very early)—Earliest peach to ripen. Good size and quality. Ripens June 25th.

Red Bird (Semi-Clingstone)—An unusually large, early commercial variety. Creamy-white covered with bright red; a most handsome peach. Ripens July 1st.

Rochester (Yellow Freestone) — Large, with very sweet, delicious flavor. Keeps and ships well. Strong grower, hardy; bears young and regularly. Ripens July 25th.



"I Was Disappointed With My Orchard Results . . . —UNTIL I BOUGHT NEOSHO STOCK"

. . . Writes O. W. Johnston, Tuskegee, Oklahoma

Here's His Letter—"When I started planting fruit trees in 1918, I bought trees from every nursery that came along, with mighty disappointing results; finally I got one of your catalogs and began buying trees from you. I now find it a pleasure to grow fruit in Oklahoma.

"I picked 30 bushels of salable apples from one of your 12-year-old trees. The people cannot believe such apples can be grown in Oklahoma. The 500 trees I got from you last fall did more than I ever expected after it turned so dry and hot; despite this they made a fine growth."—O. W. Johnston, Tuskegee, Okla.

GROWERS EVERYWHERE PRAISE NEOSHO

Many prominent orchardists throughout the country have been buying Neosho Fruit Tree Stock for many years. Many who used to buy from other nurseries now buy from Neosho exclusively. Many hundreds of letters like those on this page and elsewhere have been received from customers who were so well satisfied with their purchases that they wrote to tell us about their satisfaction.

All these facts prove the outstanding **quality** of Neosho Nursery Stock. When you plant an orchard, remember that the price of the trees is a small item compared with the cost of bringing them into profitable bearing. A few pennies saved on the original cost of the tree may mean disappointment and the loss of years of time and labor.

Save yourself trouble, expense and possible serious losses by buying Neosho Nursery Stock.

Corn Crop Failed But Neosho Apples Produced Fine Yield

"From 100 Rome Beauty trees set in 1920, bought of Neosho Nursery Co., we harvested this drouth year (1934), when the corn planted in our county won't average 2 bushels per acre, 580 bushels of apples, of which some trees picked 20 bushels."

(Signed) Claud Ator,
Rockport, Illinois.

Another Successful Orchard

"I am giving you my order for 250 apple and peach trees this fall because my neighbor, Mr. R. F. Bolton, who purchased his trees from you ten years ago, now has the finest orchard in our community. If I can only grow an orchard like his, I certainly will be proud."

(Signed) O. S. Kaup,
Marionville, Missouri.

Have Borne Exceptionally Nice Fruit

"As I have bought some trees of you for each of last four years, I thought you might be interested in knowing if

they grew and proved satisfactory. In every purchase, the trees were very nice, and the ones I bought four years ago have borne some exceptionally nice fruit. The Champion and Hale peaches and Delicious and Stayman Winesap apples were very nice. The only trees I lost were some set in 1933; this loss was due to an extra late freeze after the trees had started new growth."

(Signed) James M. Pettegrew,
Mesilla Park, New Mexico.

600 Apple Trees Do Fine

"The 600 apple trees I purchased from you eight years ago are doing fine; it is remarkable how they came through this summer, despite the worst drouth we have ever known in this part of the country. At the same time we lost quite a number of trees out of an orchard purchased from another nursery.

"When I need more trees they will come from Neosho Nurseries Company, as I have learned from experience

that you can depend upon getting true-to-name varieties, the best of service and fair treatment."

(Signed) Oscar Reitz,
Cassville, Mo.

Always Well Pleased

"We have now been buying trees from you since 1923 and have always been well pleased with the stock. We now have 3,000 of your trees. One of your 11-year-old trees was loaded with 12 bushels of fruit this summer"

(Signed) W. P. Murray,
Pellston, Michigan.

Orchard of Geo. Rushton, Jr., Rosedale, Kansas. Mr. Rushton has planted 1000 Neosho Trees and 3250 Neosho Grape Vines. (Below.)



O. W. Johnston and family are proud of their Neosho apples.





Dark Red Delicious



Dark Red Jonathan

EXTRA PROFITS FOR YOU

Whether You're Growing Apples for Home Use or Profit . . . You'll Want the Finest Grade at the Lowest Cost. So Take Advantage of Neosho's Famous Quality . . . and Direct-from-Grower-to-You Prices!

IMPROVED NEOSHO VARIETIES

DARK RED DELICIOUS DARK RED JONATHAN
DARK RED STAYMAN
DOUBLE WORKED GRIMES GOLDEN RED DUCHESS
RED ROME BEAUTY YELLOW DELICIOUS

These improved varieties produce fruit that commands a ready market at high prices. The Neosho Stock of these varieties has been developed and proven in test orchards and is of exceptionally high quality, hardiness and productivity.

Note—You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

30c

EACH
IN 100 LOTS
POSTPAID

Size	Each	5-rate	25-rate	100-rate
2 -3 ft. (Postpaid)	30c	25c	22c	20c
2½-4 ft. (Postpaid)	35c	32c	30c	28c
3 -5 ft.	50c	45c	40c	37c
4 -6 ft.	70c	65c	55c	50c

Dark Red Delicious—Has all the good qualities of the common Delicious but colors up a solid red two or three weeks before the common Delicious begin to color. This means greater profits for the grower because of Earlier Picking, Earlier Marketing, More Extra Fancy Grade, No Windfalls, Better Color and Better Keeping Qualities.

Dark Red Jonathan—Plant Dark Red Jonathan and increase your profits. An Improved strain of Jonathan and you have the finest and most profitable variety of Jonathan obtainable. Dark Red Jonathan attains a brilliant solid red color two weeks before ripening, gaining benefit of higher prices on early market and eliminating windfalls.

Dark Red Stayman—You are all familiar with the wonderful quality of Stayman. Dark Red Stayman is a marvelous improvement in color and keeping qualities. Its solid dark red color makes it a universal favorite.

Earlier Picking--Earlier Marketing--Fewer Windfalls
More Extra-Fancy Fruit--Better Keeping

Yellow Delicious—A beautiful, large yellow apple of wonderful flavor and quality.

Double-Worked Grimes Golden—Triple the life of your Grimes Golden by planting our special process double-worked trees, which means we top-work our Grimes onto a hardy trunk eighteen inches above the ground to overcome the susceptibility of this variety to collar rot. Grimes Golden is the best quality and most profitable yellow apple, a rich golden color, fine flavor and aroma, an ideal dessert apple and an equally fine cooker.

Red Rome Beauty—Identical with Rome Beauty except that it colors early and more red. Hence it is more profitable to the grower.

Red Duchess—This is a strain of the Duchess. The only difference is that it colors better and earlier, a big advantage for the commercial grower.

Neighbors Admire Young Orchard

"Every tree of 400 Apple I purchased of you leafed out and all but three survived the summer. I bought 20 Yellow Delicious from another nursery because I didn't know you had them, and I lost all but three of them. My neighbors all stop to admire my young orchard and comment to the effect they can't understand how they did so well this past summer. We were very much pleased to have fruit on some cherries, peach and apple the second year."—C. F. Leyendecker, Sarcoxie, Mo.

Lost Only 10 Trees in 6 Years

"The apple trees purchased from you in 1928 have made a fine growth; haven't lost more than ten trees in the six years. Prospects are good for an immense crop next year.

"I do not know where we could have bought a finer lot of young bearing trees."—Ira Olmstead, Seward, Nebraska.

Best Trees Handled in 32 Years

"Received trees (540 apple, 115 peach) Monday morning. I procured the best orchard man in this section and we began work yesterday. This man has set orchards 32 years and said these trees were the best he had ever handled. Thank you for good trees and service."—Laura Heidelberger, Missouri.

Picking time on Muskingum Fruit Farm.



IN NEW, IMPROVED APPLE VARIETIES



Red Rome Beauty

September 6, 1936.

"I am sending in a report about your nursery stock. I have bought nursery stock over 15 years from the Neosho Nursery Co. and I find it to be a hundred per cent good, all of the stock is so well rooted and free of disease and such vigorous tops. I very seldom lose a tree. When I do it is caused by dry weather and that is not the tree fault. If you have any notion of ordering any nursery stock don't look any further than the Neosho Nursery Co. You will not only get quantity but quality."—Claud Boyer, Route 1, Goodman, Mo.

March 17th, 1936.

"My nine-acre apple orchard that I set out in 1926 from trees bought from you is the best in this part of the country and should you be in this section of the country would like for you to see it."—C. Brody, Wakenda, Mo.

STANDARD VARIETIES

(Listed below)

As low as

16c

Each
in 100 lots
Postpaid

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

Height	Each	5-rate	25-rate	100-rate
2- 3 ft. (Postpaid)	\$0.25	.20	.18	.16
2½-4 ft. (Postpaid)	.30	.27	.25	.23
3- 5 ft.	.45	.40	.35	.32
4- 6 ft.	.60	.55	.50	.45

Ben Davis (Winter)—Roundish, large, red striped apple of second rate quality, but good for cooking.

Black Ben (Winter)—The best of the Ben Davis family. It attains a much higher color than Ben Davis or Gano. The tree is harder, more vigorous and more prolific than Ben Davis. Fruit is large, solid dark red.

Delicious (Winter)—Who is not familiar with this popular apple? Who does not appreciate its unexcelled flavor, its beauty of form and color, its fragrant aroma? It finds a ready sale at high prices. The tree is vigorous, hardy and is fruiting in nearly every state.

Duchess of Oldenburg (Midsummer)—Attractive yellow apple, with red stripes; medium size. One of the most profitable summer varieties. Can be planted close and is often used as a filler. Comes into bearing young. Bears heavy crops annually; great market apple and especially good cooker.

Early Harvest (Midsummer)—A yellow, medium-sized apple of very good quality for either dessert or cooking. Comes into bearing young.

Jonathan (Fall)—A grand, good apple; once tasted, always wanted. Bright solid red. It has an aromatic flavor and juice full of snap and sparkle. Medium size; very good to best quality. Bears young; produces good crops regularly. Fine for home and commercial planting.

King David (Fall)—Bears heavy crops year after year. Medium size; very dark rich garnet red, showing almost a purplish-black on the sunny side. Tree is a hardy, vigorous grower, comes into bearing young. Often used as a filler.

Maiden Blush (Late Summer)—Striking, highly colored, yellow apple, with a deep crimson blush on one cheek. Round, flat, medium size; a good eating and excellent cooking apple.

Mammoth Black Twig or Arkansas (Winter)—A large apple of good quality; a dull green or deep yellow overspread with red; good quality, excellent keeper.

Paragon Winesap (Winter)—Paragon has the large size and very good quality of the Stayman, combined with the dark red color of the old Winesap.

Rome Beauty (Winter)—Large, roundish, oblong apple, handsomely colored and striped with bright red; good quality. Splendid storage apple; a splendid bearer; blooms late.

Stayman Winesap (Winter)—The largest of the Winesap family. Striped and splashed with dark crimson. Splendid quality. Reliable annual cropper.

Sweet Bough (Midsummer)—A sweet apple, juicy, good to very good for dessert, excellent for cooking. Begins to ripen about the first week in July. Color is a greenish yellow changing to yellowish white.

Wealthy (Late Summer)—A most dependable and widely planted late summer apple; bright red striped; medium to large size. Ripens over a long season. Very good quality. Tree is an upright grower; often used as a filler; very hardy; bears young.

Wilson June (Midsummer)—A deep, solid crimson like a Red June; large; good quality. Hardy, vigorous, very productive, bears young. Most beautiful of its season; good shipper.

Winesap (Winter)—One of the oldest and most popular apples; a good shipper and an exceptionally good keeper in ordinary and cold storage. Splendid bright red, indistinctly striped with dark purplish-red; good quality. Medium size. Hardy; a heavy, regular bearer.

Yellow Transparent (Early Summer)—The best extra early apple; medium size; a beautiful clear yellow, with smooth, waxen, brilliant skin. Unexcelled for pies, tarts and apple sauce. Tree is extremely hardy, upright and compact grower; often used as a filler; a reliable cropper.

York Imperial (Winter)—Bright pin striped with dark red; fair quality. Its oblique or lopsided shape is a notable characteristic. A very regular bearer; seldom fails.

Winter Banana (Winter)—Very showy, bright yellow, with a pinkish-red cheek noted for its brilliant, transparent, waxen appearance.

Yellow Newton (Albamarle Pippin) (Winter)—Medium to large, beautiful yellow, high quality apple. Excellent for both dessert and culinary purposes.

Northern Spy (Winter)—Delicious flavor; old favorite in North and New England.

Willow Twig (Winter)—Medium to large pinkish-red apple, of good quality. Excellent commercial variety, because of its exceedingly long-keeping qualities; rather early and regular bearer.

CRABAPPLES

You are allowed the regular quantity price on total number of trees you order, regardless of different varieties.

Height	Each	5-rate
2- 3 ft. (Postpaid)	\$0.30	.28
2½-4 ft. (Postpaid)	.40	.38
3- 5 ft.	.50	.45

Crabapples should be planted for beauty of tree and fruit, as windbreaks, and for the value of the fruit. They are delicious for cooking, preserving and jellies.

Excelsior (Fall)—Very large for a crabapple; nearly as large as a medium-sized apple. Very attractive yellow, almost covered with bright red; excellent in quality for dessert and for culinary uses.

Florence (Late Summer)—Medium size, yellowish-white, mostly overspread with brilliant pinkish red. Bears very young, is very productive, reliable cropper.

Hyslop (Early Winter)—Large, very brilliantly colored, dark red or purplish, overspread with thick blue bloom; good for culinary purposes.

Whitney (Late Summer)—Large, yellow striped with red; good to very good quality.

Gives Fine Report on Neosho Trees.

"You may remember we ordered 120 peach trees from you last spring. I just thought you might be interested in having a report on them. One of them never came out. One other died for some reason this summer. The others have all grown and have done remarkably well. The trees were pruned back according to your instructions and many of them now are five feet tall. Some of them have branches six feet tall. The other things that we got have done equally well."—C. C. Brook, Supt. Navajo Methodist Mission School.

Section of growing block of Neosho Apple Trees. Note how stocky and strong they are.



PLUMS • PRUNES • APRICOTS •



Here's Delicious Fruit for Table, Canning, Drying, Jams, Jellies, Preserves.

PLUMS and PRUNES **20^c** **EACH**

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

In 100 Lots Postpaid

Height	Each	5-Rate	25-Rate	100-Rate
2-3 ft. (Postpaid).....	\$0.30	.25	.22	.20
3-4 ft. (Postpaid).....	.50	.40	.35	.30
4-5 ft. (Not Prepaid)....	.70	.60	.55	.50

All of these fruits are excellent when eaten fresh, and are fine for making jams, jellies and preserves and for canning or drying. The varieties below . . . at Neosho's low direct-from-grower-to-you prices . . . give you a wide choice among the most popular and successful kinds. And, as always, you can depend on Neosho Trees to give you "Growing Satisfaction."

Abundance (Early) — A pinkish-red Japanese plum. Medium size. Flesh is yellow; sweet, aromatic. Tree is a vigorous grower.

America (Midseason)—Beautiful yellow, red cheek, juicy, sweet. Very good for cooking. Very hardy. Blooms mid-season.

Burbank (Midseason)—A dark red, roundish Japanese plum, good quality and shipper. The flesh is a deep yellow, firm, very juicy, aromatic and sweet.

Compass Cherry-Plum—Very hardy, bears young, often second year. Fruit is nearly inch in diameter, bright red; sweet, juicy and fine flavor.

Damson French (Late)—Largest and best quality of the Damsons. Dull

purplish-black color. Flesh sweet, good quality. Tree large, hardy and productive. Blooms midseason.

Damson Shropshire (Late) — The most widely planted Damson. Oval shape; purplish-black. Tree is strong, vigorous grower, quite hardy.

Endicott (Midseason)—Endicott combines the high quality of the European with the hardiness and adaptability of the Japanese. One of the sweetest, juiciest plums. It averages very large in size. Red.

Italian Prune (Late)—The largest, best and most widely grown of the prunes. Rich, purplish-black. Very large size, flesh yellow, aromatic, juicy, sweet.

Omaha (Early) — A large, round, coral-red plum. Flesh is yellow and sweet. Strong, vigorous grower, hardy and productive.

Reine Claude (Green Gage) (Mid-season)—A large, roundish, oval plum; light greenish-yellow. Firm, sweet, very juicy, aromatic; good to very good in quality. Tree is productive and hardy.

Waneta—A Hansen Hybrid—Exceptionally hardy, withstanding extremely hot and dry weather. Often bears second year. Color purplish-red, 2 inches in diameter.

Wild Goose (Very Early)—An old-time favorite, bright red; medium size. Flesh is yellow, very sweet, quality fair to good. Good shipper and keeper.

Sapa (Hansen Hybrid) — A large size purple plum for Hansen Hybrid, with purple flesh full of rich juice of fine flavor. Bears heavy crops annually and begins fruiting the first year after planting. Succeeds everywhere, ripens middle of July. Fine for canning.

March 24, 1936.

"The trees arrived in good shape and were fully up to contract or better than I really expected and thank you for prompt shipment. And would be glad to speak a word for you anywhere I could."—G. W. Bearden, Koskonong, Mo.

"Thanks, the trees were fine, best I've ever bought."—Dr. R. M. Weber, Martin City, Mo.

"The trees arrived in good condition, they were simply fine; am setting them today. When I need more trees will get them of you."—Lee Howe, Grove, Okla.

APRICOTS AND NECTARINES

APRICOTS and NECTARINES

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

As low as

25^c **EACH**

in 25 lots

Height	Each	5-rate	25-rate
2-3 ft. (Postpaid).....	.30	.28	.25
3-4 ft. (Not Prepaid).....	.55	.50	.45

APRICOT—Superb

Such delightfully luscious fruit as the Apricot really should be planted more than it is, especially since it ripens just after the early cherries and before the best peaches. Apricots will stand more winter cold than peaches, although the bloom is more apt to be injured by spring frosts. A northern or western slope is best so the opening of the buds will be retarded and the danger of frost damage lessened.

NECTARINE—Sure Crop

A cross between peach and plum. Has smooth skin like a plum and seed like a peach. Flesh and flavor of both plum and peach. Quality unusually pleasing. Color beautiful bright red; size about same as medium size peach.



Nectarine (Surecrop)



Apricot (Superb)

Delicious Fruit . Beautiful Bloom . Easy to Grow!



Montmorency Cherries. The most dependable hardy, productive and adapted to widest range of climate.

• NEOSHO CHERRIES •

Cherry trees are as desirable for their beautiful blooms in springtime . . . as they are for their delicious fruit. And what pies cherries make! Tender golden crust. Luscious red cherries . . . dripping rich, sweet juices. What could make a finer dessert for any meal? Cherry trees are easy to grow . . . and Neosho stock assures success. Order Neosho cherry trees at our low direct-from-grower-to-you prices!

CHERRIES - SWEET **32^c**

(Varieties below)

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

	Each	5 Rate	25 Rate
2-3 ft. Postpaid.....	\$0.40	\$0.35	\$0.32
3-4 ft. Postpaid.....	.55	.50	.45
4-5 ft.70	.65	.60

CHERRIES - SOUR **22^c**

(Varieties below)

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

	Each	5 Rate	25 Rate
2 -2½ ft. Postpaid	\$0.30	\$0.25	\$0.22
2½-3 ft. 5/16 in. Postpaid35	.30	.27
3 -3½ ft. 7/16 in. Not Prepaid	.55	.45	.40
3½-4 ft. 9/16 in. Not Prepaid	.70	.60	.55

A sweet cherry planted alone is not likely to bear fruit, because it is self-sterile. Plant a Black Tartarian with any other sweet cherry.

Black Tartarian (Sweet) — Most widely planted sweet cherry east of the Mississippi. Beautiful, lustrous, purplish-black when ripe. Medium size for sweet cherry; very good quality. The tree is a very large, vigorous, upright grower. Very productive and regular bearer. Early.

Gov. Wood (Sweet)—Yellowish-white tinted with crimson; large. Very good quality; ripening early, with Black Tartarian; blooms early.

Napoleon (Sweet)—The best yellow cherry. Often sold and grown as Royal Ann. Best of the sweets for dessert and canning.

Windsor (Sweet)—Dark red, almost black; large. Good to very good quality, ripening late; blooms early.

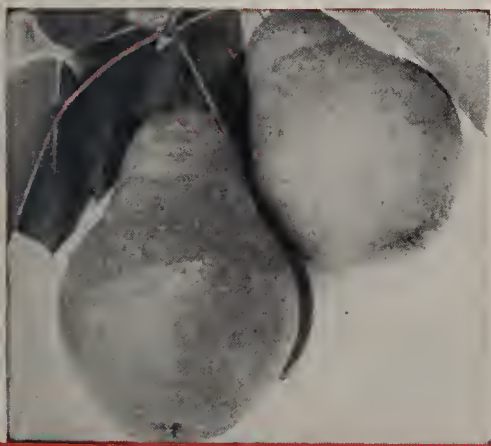
Early Richmond (Sour)—The favorite early sour cherry. Fruit is medium size. A good canner. Tree is medium size. Ripens about a week earlier than Montmorency.

English Morello (Sour) — Fruit is small, dark red colored; very sour, but loses some of its sourness if left on the tree until fully ripe. First class for canning and preserving. Stands lower temperature and severe drought than any of the other leading varieties. Tree is small. Bears young.

Montmorency (Sour) — The most widely planted cherry. Productive and a regular bearer. Colors early before ripe—a distinct advantage for shipping. The fruit is roundish, plump and a beautiful glowing red. It hangs in clusters, making picking easy. The fruit does not crack or rot, even in very hot, rainy weather. It hangs on without dropping after it is dead ripe. The flesh is rich, sprightly and pleasant. A good shipper and a good canner. Does not mash down in the box.

The tree is the largest, most vigorous grower of the sour cherries. A very reliable cropper. Bloom seldom injured by late frost or severe winter freezes. Ripens in Southwest Missouri first week in June.

LUSCIOUS PEARS for TABLE or MARKET



PEAR - STANDARD **30^c**

(Varieties described below)

Kieffer, Lincoln, Seckel, Anjou, Bartlett, Flemish, Winter Nelis.

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

	Each	5 Rate	25 Rate
Two Year—			
Height			
2½-3 ft. 5/16 in.....	\$0.40	\$0.35	\$0.30
3-3½ ft. 7/16 in.....	.55	.50	.45
3½-4 ft. 9/16 in.....	.75	.65	.60

PEAR - DWARF **90^c**

(Varieties described below)

Anjou, Bartlett, Seckel, Duchess d'Angouleme.

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

	Each	5 Rate	25 Rate
Diameter			
5/8 in. ..	\$1.00	90^c	

	Each	5 Rate	25 Rate
Diameter			
5/8 in. ..	\$1.00	90^c	

Anjou (Fall)—Large, heavy, greenish-yellow with dull red cheek often russeted. Very good quality and keeps late.

Bartlett (Late Summer)—The leading commercial variety, one of the most popular for dessert and canning. Large, clear yellow with blush on sunny side. Flesh is white, fine grained, juicy and sweet. Tree is vigorous, very productive, hardy, bears young.

Flemish Beauty (Early Fall)—Large, pale yellow, mostly russeted. Very juicy and sweet.

Kieffer (Winter)—Large, yellow russeted; flesh white, rather coarse. A

market and kitchen variety that succeeds farther south where other varieties fail. Tree hardy, very vigorous, resistant to blight. Blooms early.

Winter Nelis (Winter)—The latest, best keeping pear. Can be held in cold storage until spring. Medium sized, roundish, yellow, russeted pear with a short, heavy neck. Flesh fine grained, sweet, aromatic, very good quality. Tree is hardy; has wide adaptability and is a regular bearer. Blooms late.

Lincoln (Summer) — Large, yellow; quality good to very good; similar to Bartlett, but more resistant to blight.

Succeeds farther south than Bartlett can be grown. It has stood the severest tests of intense, moist, summer heat and low altitude of the climate of Lincoln, Illinois, where it was originated by W. E. Jones. Comes into bearing early and bears heavy crops annually; very hardy. Blooms midseason.

Seckel (Fall)—The standard of excellence for quality. Small, yellowish brown with russety red cheek; should be first choice for family orchard. Slow grower, dependable, productive and very hardy, notably free from blight. Blooms midseason.

IMPROVED NEOSHO RASPBERRIES



Improved Neosho Strains Produce Large Fruit of Superior Flavor. Get Them at Our Low Direct-From-Grower-to-You Prices

3 1/2c
EACH
IN 100 LOTS
POSTPAID

● RASPBERRIES — BLACK AND RED

Variety	Per 10	Postpaid Per 25	Per 100
Cumberland (Black)	50c	\$1.00	\$3.50
Cuthbert (Red)			
Latham (Red)			
St. Regis Everbearing (Red)			
Chief (Red)			

You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

PRIZED for their delicious flavor, raspberries make their welcome appearance as the strawberries reach the end of their most productive season. Great improvement in size of fruit, flavor and productive qualities of raspberries has been made in recent years, and the Neosho varieties listed among the best. Raspberries are among the favorite small fruits. Eaten fresh, they are delicious and they are splendid for jellies, jams and canning.

Chief—The latest and best addition to Red Raspberry varieties. Might well be called Early Latham. It has all of Latham's good qualities plus the distinct advantage of ripening ten days earlier, yielding heavier and of much better flavor and shipping qualities.

Cumberland (Black) (Midseason)—The most widely planted black raspberry because of its productiveness and quality. Berries are extra large, fine and sweet.

Cuthbert (Red) (Late)—The best red because of its superior quality and flavor. Berries are large, rich crimson, firm and one of the best for canning.

Latham—Rich brilliant red, large and firm berry. Perfectly hardy, very heavy producer and most resistant to Mosaic. Originated in Minnesota.

St. Regis (Red) (Everbearing)—Bright red, small to large berries. Canes are hardy, prolific, healthy, drouth-resistant. Bears very early; after old canes have borne, the young canes begin bearing and produce until frost. Very thorough cultivation is necessary, otherwise berries of first crop will be small and no second crop may form. Succeeds further south than other varieties.

Grateful His Trees Came From Neosho

Mr. Hommel has purchased twenty-eight orders of Neosho trees, amounting to \$1,156.00, during the past fifteen years. He writes us as follows: "Every tree in my orchard is a picture, and I am everlastingly grateful that the trees came from Neosho Nurseries. I cannot recommend too highly your stock to anyone who is anticipating purchasing apple trees or any other fruit."—R. S. Hommel, "Elkhart Orchards," Knoxville, Tenn.



CURRANTS and GOOSEBERRIES

Currants and gooseberries are among our finest fruits for making jellies, jams, pies, preserves, tarts, etc. Being

rich in pectin, they are especially valuable in jelly-making, either alone or when blended with other fruits.

CURRANTS — 2-Year No. 1 Plants

Variety	3 for	12 for
London Market, red.	\$0.75	\$2.60
White Grape, white.	.75	2.60
Perfection Red, large	.95	2.95
Postpaid		

GOOSEBERRIES — 2-Year No. 1 Plants

Variety	3 for	12 for
Downing, Houghton,		
Josselyn	\$0.75	\$2.60
Postpaid		

● Youngberry ● (A NEW INTRODUCTION)

The Youngberry is a cross between a Loganberry and a Dewberry. Berries extra large, often two inches long. Color dark purplish-red. Flavor very much like Red Raspberry. Imagine a fruit of the quality of Red Raspberry and the size of a Dewberry. Very productive; fine for home use and local market. Hardy as far north as Kansas City.

Per 10	Per 25	Per 100
65c	\$1.25	\$4.50
Postpaid		



CURRANTS

London Market (Midseason to Late)—Very hardy. Medium to large, dark red, rather acid. Clusters compact.

Perfection (Midseason)—Large, bright red berry in long, compact clusters; sprightly, sub-acid. Vigorous and productive.

White Grape—The best white currant. Large clusters of white or golden-green berries, mildly acid in flavor.

Every Neosho Tree Grew

"I want to buy about 35 apple trees for replacement. These trees were set this spring under very favorable conditions, but did not even start to bud; the nursery they came from refused to make them good. I set 13 trees from your nursery; every tree grew and done well."—N. C. Barnes, Meadville, Mo.

Well Satisfied

"The 73 peach, 40 apple, 6 plum, 2 pear and 3 grape were received in fine

GOOSEBERRIES

Downing—The most widely grown variety; medium to large; pale green. Vigorous and very productive; rarely attacked by mildew.

Houghton—Medium; red, thin skinned, juicy, sweet, excellent quality; very productive.

Josselyn—Extra large, smooth, of best quality, red, prolific and hardy; vigorous grower; the freest from mildew.

shape—all are nice and I am well satisfied."—John E. Dille, Moravia, Ia.

"Better Stock Than I Paid For"

"In the spring of 1926 I purchased 419 trees from the Neosho Nurseries; this stock proved better stock than I contracted and paid for. Very few trees have had to be reset.

Several of the leading apple growers of the district have seen this orchard and pronounce it one of the best young orchards they have ever seen. It is now coming into full bearing."—W. G. Mul-lens, Ritchey, Mo.

Neosho Blackberries and Dewberries

Choose Neosho Stock! Be Assured of Thrifty Vigorous Plants . . . That Produce Fruit of Finest Flavor. And Save at Our Direct-From-Grower Prices.

Postpaid

3^{1C}₂ Each

in 100 Lots



BLACKBERRIES AND DEWBERRIES

Per 10 Per 25 Per 100

Eldorado	65c	\$1.25	\$4.50
Early Harvest			
Lucretia Dewberry	50c	\$1.00	\$3.50
McDonald			

BLACKBERRIES possess a rich fullness of flavor which is only realized when the fruit is fully ripened. You will be delighted with this fruit when grown in your own garden. Dewberries are similar to blackberries in character and flavor, but are borne on trailing vines. Both are easy to grow and bear abundantly the second year. By choosing Neosho stock you are assured thrifty, vigorous plants which will produce fruit of fine flavor.

Early Harvest (Early) — Glossy black, medium size, good quality, not very hardy, requiring protection in the north.

Eldorado (Midseason)—Medium to large, jet black, sweet and melting, very good quality, very hardy. Vigorous and productive.

McDonald (Very Early)—A blackberry-dewberry hybrid. It is large, oblong, very good quality; drought-resistant, vigorous grower; plant in rows 8 to 10 feet apart. The vine trails on the ground the first season like the dewberry, but grows upright the next year. Grown in Missouri, Oklahoma and Texas. Not hardy and is self-sterile. Plant every fourth row with Lucretia Dewberry or Early Harvest to develop good berries.

Lucretia Dewberries (Very Early)—The best known and most widely planted dewberry. The berries are large, long, firm and good quality; very sweet if left on the vines a day or two after they would be picked for shipping.

100% Satisfied With Neosho

"I will state I received my 1000 Strawberry Plants O. K. and got 100% stand. And will also state the 30 mixed fruit trees I received last November, I think the way they are starting off, will be 100% stand. I have some little Belle of Georgia peaches set out last spring full of bloom this time, and I can say I'm 100% satisfied with your goods."—Brown Robinson, Rocheport, Mo.

EARLY SPRING VEGETABLES

Rhubarb and Asparagus are among the most welcome of the early Spring vegetables . . . and deserve a place in every garden. Plant Neosho roots . . . and be sure of finest vegetables for

your own table or for sale. Don't forget Neosho's direct-from-grower-to-you prices save you money. Order these early Spring vegetables in plenty of time for planting!

ASPARAGUS—Mary Washington

The most resistant to rust, and is superior in size, color, flavor.

	Per 25	Per 100
1-year (Postpaid) ...	\$0.50	\$1.50
2-year (Postpaid)60	2.00

RHUBARB—Our roots are grown from Myatts Linnaeus seed . . . a large, tender pink variety.

	6 for	12 for	25 for
½ in. (Postpaid)	30¢	55¢	\$1.00
⅝ in.	45¢	75¢	1.25

HORSE RADISH—True Maliner Kren, which is noted for its superior flavor, vigorous growth and large size roots.

	3 for	12 for
Cuttings (Postpaid)	\$0.20	\$0.60
Crowns (Postpaid)	.35	1.00

Says Neosho Quality Is Superior

"The service rendered by your company has always been most satisfactory and the quality of stock superior to that received from other sources, hence for the last few years I have ordered all my trees from you."—R. W. Robertson, Pollock, La.

Wishes to Thank Neosho

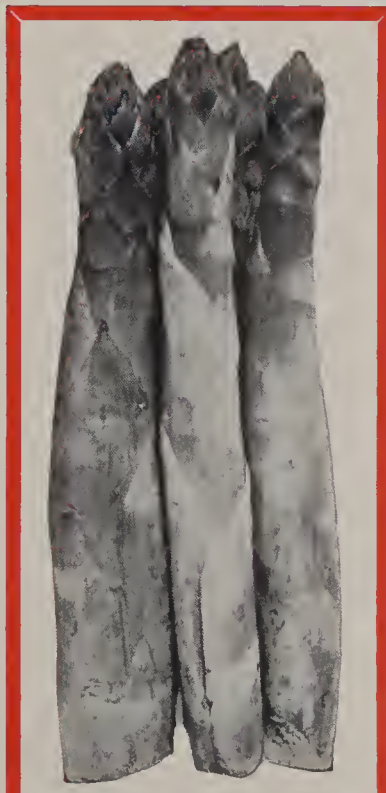
"Order arrived in good condition. I wish to thank you for your kindly, thoughtful, prompt handling of the order."—Mildred Stahley, New York.

Certainly a Fine Order

"Arrived in fine shape. This order, like the one I got of you a year ago last spring, certainly was fine, with good roots."—J. D. Bell, Missouri.



Rhubarb



Asparagus

SEE WHAT YOU GET

FOR ONLY **\$3⁹⁵** Prepaid



100 Fine Plants

- 25 Cuthbert Raspberry (red)
- 25 Cumberland Raspberry (black)
- 25 McDonald Blackberry
- 25 Eldorado Blackberry

Planting distance 4½x2½ ft.

Take advantage of this opportunity to get 100 sturdy, vigorous Neosho Blackberry and Raspberry plants at low price. These are regular, first quality Neosho stock. Order now!

FREE With This Offer 25 Asparagus, and 25 Aroma Strawberry.

BIG SPECIAL COMBINATION OFFER!

Ideal Home Orchard Planting—Consisting of

HERE'S plenty of a great variety of fruit throughout the entire season . . . from early Spring to late Fall. You have your choice of any varieties listed in this Catalog. Or, if you feel that, with our greater experience we can make a better selection, we will gladly make the selection for you.

These are All Regular, High Quality Neosho No. 1 Stock. Size of fruit trees, 2½-4 ft.

Space Required for this planting: 16,000 sq. ft.—approximately ¼ acre—a plot 160x100 ft.

This is a Real Value! Don't pass it up. Order now!

FREE!

WITH THIS OFFER

1 Chinese Elm, 5-6 ft., and
1 Lombardy Poplar, 5-6 ft.

Includes . . .		Distance apart for each tree or plant
25 Red Raspberries	6 x 4	ft.
25 Black Raspberries	6 x 4	ft.
25 Eldorado Blackberries	7 x 5	ft.
25 Dorsett Strawberries	4 x 3	ft.
50 Aroma Strawberries	4 x 3	ft.
50 Blakemore Strawberries	4 x 3	ft.
6 Currants, No. 1	6 x 4	ft.
6 Gooseberries, No. 1	6 x 4	ft.
12 Rhubarb, ½-inch	4 x 3	ft.
50 Asparagus, 1-year	3 x 1½	ft.
6 Apple, 2½-4 ft.	30 x 30	ft.
6 Peach, 2½-4 ft.	20 x 20	ft.
6 Cherry, 2½-4 ft.	20 x 20	ft.
3 Pear, 2½-4 ft.	20 x 20	ft.
3 Plum, 2½-4 ft.	20 x 20	ft.
12 Grapes, Commercial Grade	10 x 8	ft.
Total	2 Agawam	3 Moore Early
307	2 Diamond	5 Concord
This entire Home Orchard comes to you prepaid for only \$14.75 complete.		

16

DIFFERENT VARIETIES

---MAKING

A TOTAL OF

307

FRUIT TREES and PLANTS

for only

\$14.75

PREPAID

RED SEAL BARGAINS

Look for the many remarkable Bargains under this name to be found throughout this Catalog—Others will be found on the back cover—Read Every One—MAKE UP YOUR ORDER NOW!

HORTICULTURISTS MEET AT NEOSHO

Photo of Summer Meeting of Missouri State Horticulturists' Society . . July 24, 1935 . . Taken on the grounds of the Neosho Nurseries



• Neosho Hedges Grow Faster! •

PRICED LOW AS **4^C** EACH
In 100 Lots



Note the beauty of this Barberrry Hedge-Lined Driveway

A TRIM, sturdy hedge gives your grounds the privacy you wish . . . yet has a friendly, welcoming appearance. Costs less than a fence . . . and increases in beauty and value with age.

A hedge plant 2 feet tall with one or two branches will not produce a hedge as soon as one 18 inches tall with three or four canes. Bear this in mind when ordering hedge, the number of canes is as important as the height. Our plants have unusually heavy root systems.

And remember . . . you get Neosho hedges at a saving . . . because of our lower direct - from - grower - to - you prices.

California Privet—Has rich glossy green foliage which stays very late in the fall. One of the best plants for trimmed hedges. Not hardy north of Kansas City, Missouri. Plant 8 to 10 inches apart.

Amur Privet, North—Hardy, good foliage which is rich green. Can be trimmed in any shape or height. Plant 8 to 10 inches apart.

Japanese Barberrry—Makes good trimmed or untrimmed hedge. Its thorns make it a very effective barrier. The hardiest of the low hedges. Foliage turns orange and red in fall and carries bright red berries all winter. Plant 18 inches apart.

Spirea Van Houttei—Nothing is more beautiful than a hedge of Spirea in full bloom. It also has very good foliage through the summer. Best used as untrimmed tall hedge. Plant 2' apart.

Fertilize with VIGORO

Keep your roses, shrubs, evergreens and lawn in a thrifty, growing condition . . . with frequent applications of Vigoro. A little fertilizer gets wonderful results.

5 lbs. 25 lbs. 100 lbs.
50¢ \$1.50 \$4.00

CALIFORNIA PRIVET (*Ligustrum Ovalifolium*)

	Number of Canes	Per 25	Per 50	Per 100
12-18-in.	3 or more.....	\$0.06	\$0.05	\$0.04
18-24-in.	3 or more.....	.08	.07	.06

AMUR PRIVET (*Ligustrum Amurense*)

12-18-in.	3 or more.....	.07	.06	.05
18-24-in.	3 or more.....	.09	.08	.07

BARBERRY JAPANESE

12-15-in.	3 or more.....	.18	.16	.15
15-18-in.	4 or more.....	.20	.19	.18
18-24-in.	5 or more.....	.25	.23	.22

SPIREA VAN HOUTTEI

12-18-in.	2 or more.....	.15	.13	.12
18-24-in.	3 or more.....	.20	.17	.15
2-3-ft.	4 or more.....	.25	.20	.18

Kill Insects, Worms, Fungus with PLANT HEALTH

Neosho All-Purpose Dust—Our own special formula. Kills eating insects, such as cut-worms, bag worms and canker worms. Controls fungus diseases, such as mildew and Black Spot. Controls sucking insects, such as Aphids and Red Spider.

Keeps your shrubs, roses, evergreens and perennials in healthy

condition. Remember, an ounce of prevention is worth a pound of cure. Start your dusting when leaves appear and continue at regular intervals. Will adhere to foliage better if applied when foliage is damp.

3 lbs. Postpaid

\$1.00

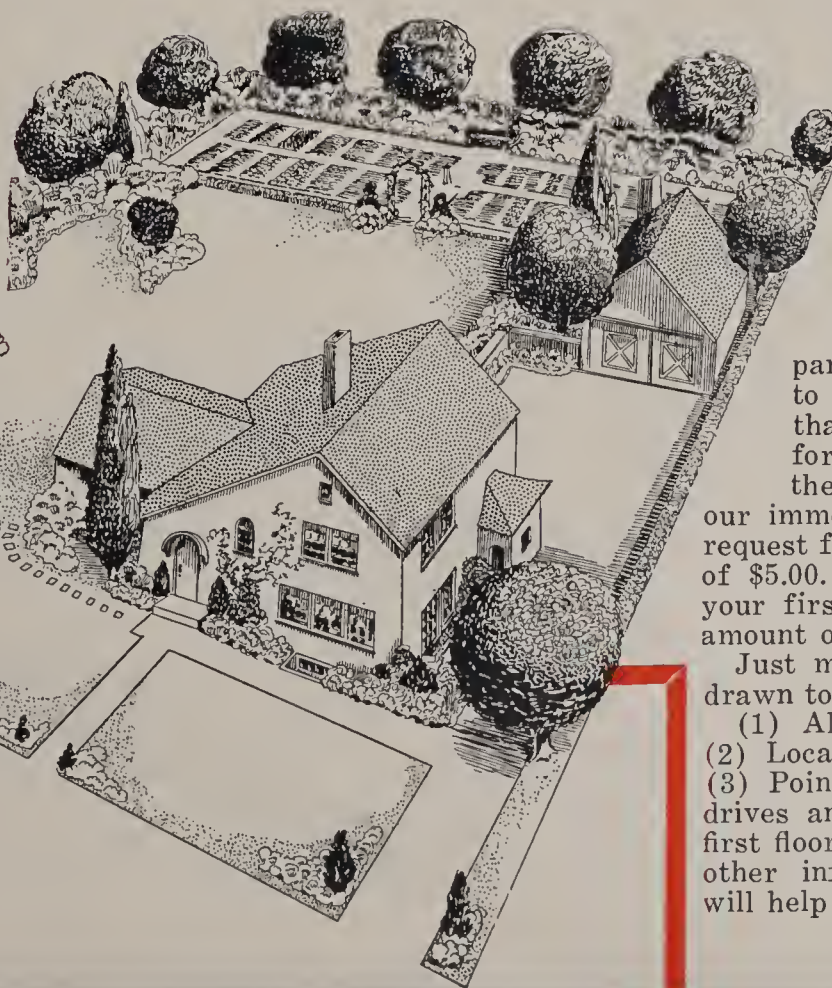
FREE —a Landscape Plan to Suit Your Own Grounds . . with Your Order of Plant Materials to the Amount of \$15 or More!

The service of our Landscape Architect, Mr. M. V. Woodard, is available to all. From information you can send us he will prepare an actual Landscape Plan, built to fit your own needs and grounds, that will then become a working plan for the final development. Send us the following data and it will be given our immediate attention. Accompany your request for a Landscape Plan with a deposit of \$5.00. This will be credited in full on your first order of plant materials to the amount of \$15.00 or more.

Just make a rough sketch (need not be drawn to scale) showing this information:

(1) All dimensions of building and lot. (2) Location of buildings and trees on lot. (3) Points of compass. (4) Location of drives and walks. (5) Where windows on first floor and basement are placed. (6) Any other information or kodak views which will help us in visualizing your grounds.

This illustration shows how our Landscape Architect can lay out a plan for your home grounds; as elaborate or as simple as may be desired. A home planting plan may be developed over a period of years. Ask us for details.





Etoile de Hollande

• GORGEOUS, COLORFUL, TWO-YEAR No. 1 HARDY

Truly are roses the aristocrats of the garden! The soft, blushing beauty of their delicate petals . . . the lovely, alluring fragrance of their perfume . . . gives them a queenly magnificence, beyond the reach of any other plant. And now you can

easily grow gorgeous roses . . . by planting Neosho stock. For Neosho roses have been carefully selected and developed for easy-growing characteristics . . . exquisite bloom . . . and fine foliage!

You may choose from a large selection

Here's Highest Quality..at Lowest Prices

Each	3 for	6 for	12 for
50c	\$1³⁵	\$2⁴⁵	\$4⁷⁵

POSTPAID

Read What These Neosho Customers Write!

Neosho Rose Garden Attracts Attention

"In this locality the market is flooded with inferior nursery stock which sells at a low price and is worth less. As a result my rose garden with your good 2-year-old Neosho field grown roses attracts the attention of everyone who sees it. Some of my roses measured over 5 inches in diameter, and my dozen plants bought from you last year have been a solid mass of bloom for the past month. On one Talisman bush I counted nine, large roses and fourteen buds all at the same time. Am always glad to recommend your Company to my friends."—J. M. McCANN, Independence, Mo.

Says Neosho Plants Are Sturdy and Easy to Grow

"I received my order of plants and, as usual, they are sturdy plants and were carefully packed. I would like to take this opportunity to express my satisfaction with everything I have ever bought from you; it is all healthy stock and consequently easy to grow."—Mrs. Sam Allen, Sapulpa, Okla.

Betty Uprlehard—One of the finest new roses; with brilliant copper red buds and semi-double salmon pink flowers, stained with copper pink on the outside. A profuse bloomer and an outstanding variety.

Columbia—This beautiful rose produces long stemmed pointed flowers of a vivid pink throughout the entire season. Fragrant, and a good, vigorous grower.

Etoile de France—An excellent cutting variety. Fragrant bright crimson flowers on long stems.

Etoile de Hollande—The finest dark red rose for general purposes. Long pointed buds opening to immense size, velvety crimson and produced with great freedom throughout the season. One of the best Red Hybrid Teas grown.

Fran Karl Druschki (Snow Queen)—Large snow-white double flowers in June and some in fall. Strong grower.

Gruss an Teplitz—Here is a rose for everybody, succeeding under most ordinary conditions. Blossoms are a rich scarlet shading to velvety crimson. Marvelous fragrance and a good strong grower.

Hadley—Flowers large and well formed. Flowers freely with long pointed buds, rich crimson in color, and sweetly scented.

J. L. Moek—The gorgeous double flowers are produced with the greatest freedom on long stiff stems and are a deep imperial pink, the outside of petals a silvery rose white.

Kaiserin Augusta Victoria—We think this is the best white with soft pearly white blossoms tinted with a slight lemon in center. Fragrant and with beautifully formed flowers on long graceful stems. A strong, free, healthy grower.

Killarney—Has beautiful long pointed buds of a brilliant pink, and extremely fragrant. Ideal for cutting.

Lady Hillington—The always popular, beautiful apricot-yellow rose with lovely buds and exquisitely formed open blooms produced continuously. A strong, vigorous grower and free flowering.

Luxemburg—The best yellow rose for our section. A fine, large, fully double, rich golden yellow blossom, vigorous habit. You can't go wrong on this one.

Mrs. Chas. Bell—A new member of the Radiance family, with lovely shell pink buds and blooms of fine globular form, with shadings of soft salmon, sweetly perfumed. One of the best.

Margaret McGredy—This extraordinary rose has found unstinted praise everywhere shown. Large buds opening to double cupped flower with brilliant red petals on hinges of deep gold. Seldom out of bloom.

Mrs. G. A. Van Rossem—A most striking blending of dark vivid orange and apricot. Frequently has touches of bronze on reverse of petals. Deeply impressed maroon veins. Flowers large and perfectly formed.

Ophella—One of the most popular because of the lovely shape of its delicately tinted blossoms of light salmon flesh. Very free bloomer.

Pres. Hoover—Large flowers of cerise pink, flame, scarlet and yellow with broad, thick petals; very fragrant. Handsome foliage. A great improvement over Talisman.

Radiance—Plants of wonderful foliage and vigor, constantly producing large, brilliant rose-pink blooms of excellent globular shape and intense fragrance. There are more Radiance roses grown and planted than any other dozen varieties put together.

Red Radiance—The same good habit and blooming qualities of Radiance, but a bright cerise-red in color.

Talisman—A glorious multi-colored rose, unfolding its broad thick petals from the beautifully pointed bud. Vivid cerise-pink, softly flamed with yellow, orange and scarlet. Delightfully fragrant. The most vivid color yet produced in roses.

Directions for Successful Rose Culture

These directions were furnished by William Buehler . . . who lost only 17 out of 350 2-year-old hardy, field grown, Neosho rose plants . . . during the terrible drought of 1934. His plants produced over 12,000 blooms and a cane growth 3 to 4 ft. high. This is the procedure he followed in planting and caring for these roses last summer.

He selected a well-drained site with plenty of sunlight, scattered well-rotted cow manure 3 inches deep, one-half pound of lime and one pound of bone meal to each square yard of surface and spaded this in to a depth of fifteen inches.

Beds were cultivated lightly after each rain, taking care not to go over 1½ to 2 inches deep.

He mulched with peat moss during July and August and gave them a good, thorough soaking once a week and sprayed the plants only every two weeks.

Talisman



LOOK
AT
THIS!

Blue Ribbon Collection

6 Outstandingly Beautiful Roses

Countess Vandal
Etoile de Hollande
E. G. Hill
Pierre S. DuPont
Pres. Hoover
Margaret McGredy

This group has been chosen for exquisite coloring, form and beauty. Hardy, easy-to-grow plants. And all for only

FREE! **\$2⁹⁸**

with this Offer,
1 lb. package
VIGORO

POSTPAID

FRAGRANT ROSES • • •

FIELD GROWN

of the finest quality roses grown . . . both standard and patented plants. And you will be surprised at our low prices. Take advantage of this opportunity to get finest quality roses . . . at a saving. Select the varieties you wish . . . and order today!

NOTE—You are allowed the regular, lower **QUANTITY PRICES** on the total number of plants you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

**LOW DIRECT-
FROM-GROWER-
TO-YOU PRICES**

40^c EACH

IN LOTS OF 12



Look at These Money-Saving Values !

Each 60c	3 for \$1.65	6 for \$3.15	12 for \$5.95
		Postpaid	

Roslyn — Beautiful tapering buds, large double flowers of golden yellow; one of the finest new yellow roses.

Rev. F. Page Roberts—Long copper red buds opening to marvelously colored flowers of golden yellow stained with copper and reddish buff on outside. Fully double and very large.

E. G. Hill—Beautiful long buds of perfect form. High centered flower of dazzling scarlet, shading to a deeper red as it develops. Free bloomer.

Mrs. Pierre S. DuPont—Buds are reddish gold, opening into beautiful yellow flowers.

Outstanding New Varieties

Tested in Our Garden in 1936

Each \$0.70	3 for \$1.95	6 for \$3.45	12 for \$6.65
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Autumn — A wonderful blend of golden bronze; this rose is appropriately named for its color brings to mind the autumn cloak of the maple and oak. One of the finest of the newer shadings of hybrid teas.

Chas. P. Kilham—A glowing scarlet flushed with orange; a strong grower, free flowering, sweetly scented. Long,

pointed buds opening to perfectly formed, full double flowers.

Editor McFarland — Deepest pink garden rose. Perfectly formed buds clear, brilliant pink; long stems, fragrant. Vigorous, healthy grower.

Joanna Hill—A clear yellow rose, with long pointed buds opening to semi-double flowers; profuse bloomer.

Lady Hillingdon

DWARF POLYANTHA

"Baby" Roses

Here are the ideal roses for bedding purposes. Also are useful in foundation plantings for additional color. They form shapely, compact, bushy plants about 12 or 18 inches high, producing from spring until frost, their clusters of small flowers. Your choice of colors: Red, Pink, White. Postpaid.

Each 50c	3 for \$1.35	6 for \$2.45	12 for \$4.75
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LARGE FLOWERING BABY ROSES

Hardy as Spirea. Always in bloom. Require no spraying. All they ask is a little cultivation. Plant these roses by the dozen.

Else Poulsen—Rose pink

Lafayette—Light cherry red

Cecile Brunner (Sweetheart Rose)—Sea shell pink

Gloria Mundi—Brilliant orange scarlet, large clusters

Each 60c	3 for \$1.65	6 for \$3.15	12 for \$5.95
		Postpaid	

NEWEST, IMPROVED, PATENTED VARIETIES

Blaze—Plant patent No. 10. The climbing rose sensation of America. Large flowers of the most dazzling scarlet red are produced freely from the top of the plant to the bottom (and it grows 10 to 12 feet tall). Hardy as Paul's Scarlet. Throughout the summer, new shoots burst forth with their brilliant blooms.

Each \$1.00; 3 for \$2.50, postpaid.

Mme. Gregoire Staechelin (Spanish Beauty)—Considered the finest pink climbing rose. Flowers borne singly on long stems. Vigorous grower, soon covers the porch or arbor.

Each 65c; 3 for \$1.75, postpaid.

Jacotte—An orange-apricot-copper colored climber of the loveliest.

Each 80c; 3 for \$2.25, postpaid.

Nigrette—Plant patent No. 87. No rose in recent years has created such a sensation as this rose. The flowers are

a deep maroon with a blackish velvety sheen, deliciously fragrant and produced very freely. In fact, it is always in bloom—a healthy, vigorous grower. We like it.

Each \$1.50; 3 for \$3.75, postpaid.

Countess Vandal—Plant patent No. 38. Extra long pointed buds of copper open into glorious flowers of coppery bronze suffused with pink and gold. As the flower ages, the petals roll back, and the bloom is lovely at all stages. It is hardy, a vigorous grower and free bloomer. Easily one of the world's great roses. At our new low price, all can now have this lovely rose. Pictured on front cover.

Each \$1.00; 3 for \$2.50, postpaid.

Mary Hart—Plant patent No. 8. A striking red sport of Talisman; deep velvety blood red flowers.

Each \$1.00; 3 for \$2.50, postpaid.

As Low as

59c

Each

In lots of 3

ROSE LOVER'S ECONOMY SPECIAL

5 Choice Varieties..... **\$1⁹⁸** Postpaid

1 Radiance—Red
1 Radiance—Pink
1 Mrs. Chas. Bell—Shell pink
1 Kaiserin Augusta Victoria—White
1 Lady Hillingdon—Yellow

FREE With This Offer:

1 Hall's Honeysuckle
1 Crimson Spirea—Monthly blooming

**5
ROSES
FOR
\$1⁹⁵**
Postpaid.



Another money-saving Red Seal Bargain for you. Look what you get for only \$1.95, postpaid!

1 Climbing Paul's Scarlet
1 Climbing American Beauty
1 Climbing Dr. Van Fleet
2 Rugosa—Red

FREE
With This Offer:
1 Hall's Honeysuckle



LUXURIANT FOLIAGE AND PROFUSE BLOOM IN NEOSHO VINES •



Silver Lace Vine

American Ivy or Virginia Creeper—A valuable and extensively used vine with deeply cut leaves which color a beautiful crimson in fall. Fine for covering trees, rocky slopes, walls, etc.

Postpaid, Each **40¢** 3 for **\$1.05**

Boston Ivy—Clings to smooth surface. Colors in fall.

Postpaid, Each **50¢** 3 for **\$1.35**

English Ivy—Evergreen leaves. Clings to walls. Plant on north or east exposure.

Postpaid, Each **40¢** 3 for **\$1.05**

Bittersweet—Very hardy, with large orange-crimson fruits all winter.

Postpaid, Each **50¢** 3 for **\$1.35**

Have Finest Grade Vines . . . at a Saving . . . By Taking Advantage of Lower Prices Made Possible by Neosho Direct-from-Grower Selling

VINES add much to the beauty of the home. You are sure of luxuriant foliage and profuse bloom when you buy strong, two-year-old, field-grown Neosho stock. Exceptional values in popular varieties.

Clematis Japanese (Paniculata)—Good foliage. Countless small star-like flowers in August and September.

Postpaid, Each **50¢** 3 for **\$1.35**

Clematis Jackmani—A large flowering type, velvety violet-purple in mid-summer.

Clematis Madam Edouard Andre—Very large single crimson-red flowers in mid-summer. For arbors or trellis.

Clematis Ramona—Same as Jackmani, with sky-blue flowers.

Postpaid, Each **70¢** 3 for **\$1.95**

Halls Honeysuckle—One of the best ground covers, its white and yellow blossoms are extremely fragrant. Will grow in shade.

Postpaid, Each **35¢** 3 for **90¢**

Scarlet Trumpet Honeysuckle—Heavy growth. Orange-scarlet flowers.

Postpaid, Each **40¢** 3 for **\$1.05**

Silver Lace Vine—A new vine, grows 25 feet a year. Sprays of white flowers in fall.

Postpaid, Each **70¢** 3 for **\$1.95**

Trumpet Vine—A robust woody vine. Its orange scarlet trumpet-shaped blossoms cluster at tip of branches. Leaves light green. Will climb to great heights on trunks of trees.

Postpaid, Each **40¢** 3 for **\$1.05**

Wisteria, Japanese (Grafted)—Large grape-like clusters of purple flowers in late spring. Sure to bloom.

Postpaid, Each **70¢** 3 for **\$1.95**

GRASS SEED as Low as

Have beautiful, green velvety lawns . . . by using Neosho superior grass seed. 4 varieties, priced below.

39¢

PER LB.
in 5-lb. size
Postpaid

Neosho Superior Lawn Mixture—

1 lb. \$0.50 3 lbs. \$1.35 5 lbs. \$2.25

Neosho Quick Lawn—

1 lb. \$0.45 3 lbs. \$1.25 5 lbs. \$1.95

Neosho Dense Shade—

1 lb. \$0.50 3 lbs. \$1.35 5 lbs. \$2.25

Kentucky Blue Grass—

1 lb. \$0.45 3 lbs. \$1.25 5 lbs. \$1.95

Here are More Letters of Praise for Neosho Stock!

Had Fine Results With Orchard

"I am planning to set an orchard and would like for you to send me a catalog and prices. I ordered an orchard from you several years back and have had fine results. We are especially proud of the Early Elbertas. Do you still have that same variety? Please send prices right away as I want to send an order."—W. S. Dennis, Nevada, Mo., Oct. 25, 1935.

Complete Grower Satisfaction

"I have complete grower satisfaction. Everything I got from you is growing nicely."—C. K. Ryan, Mound Valley, Kans., Sept. 7, 1935.

Neosho Stock Did Extra Well

"I got a splendid growth on the trees I got from you last April. They did extra well when they were transplanted on the 12th of April. Am well pleased with your trees."—Geo. F. Filbert, Cabool, Mo., Sept. 7, 1935.

NUT TREES

Budded and Grafted Improved Variety

\$1.95
EACH

Thomas Black Walnut—Unusually large kernels with single thin partition so that kernels come out readily in halves. Extra fine quality.

4-6 ft. **\$1.95**

Butterick Pecan—A hardy thin shelled grafted Pecan of fine quality suitable for northern planting.

4-6 ft. **\$2.75**

Stuart Pecan—The most widely planted of the southern varieties, large size, fine quality, can be grown farther north than any other of the southern group.

4-5 ft. **\$1.95**

BIRD'S-EYE VIEW OF OFFICE AND STOREHOUSE



Showing group of large brick buildings in which are housed our general offices, shipping department, storehouses, etc., at Neosho, Mo. Our facilities for the storage, handling and ship-plug of nursery stock are unexcelled.

RUGOSA AND POPULAR CLIMBING ROSES

INTRODUCING A NEW GROUP OF CLIMBERS THAT BLOOM ALL THROUGH SUMMER AND FALL

**Get them at Our LOW
Direct-from-Grower-
to-You Prices**

39¢

Each in Lots of 3

Group 1

A new group of climbers . . . that bloom not only at the usual time in June . . . but continue blooming through Summer and Fall.

50¢

each in
lots of 12
Postpaid

Each 3 for 6 for 12 for
60¢ \$1.65 \$3.15 \$5.95
Postpaid

Climbing Columbia—A beautiful vivid pink; fragrant.

Climbing Kaiserin A. Victoria—A soft pearly white, shading to light lemon in center.

Climbing Red Radiance—The same favorite in climbers that it is in the bush rose; unusually thrifty growers of cerise scarlet.

Group 2

These are the hardest of roses, require no more attention than the average hardy shrub and yet they bloom all Summer.

39¢

Each in
Lots of 3,
postpaid

F. J. Grootendorst—This is a continuous bloomer with shiny, leathery foliage and rugged, hardy growth. Blooms in clusters. Grows 4' to 5' high and makes a beautiful hedge. Red or Pink.

Each **50¢** 3 for **\$1.35**, postpaid

Hugonis Rose—A dense bush growing 6' to 8' tall. In May covered with shimmering yellow flowers 2" across, single, set closely to red-maroon canes. Grows like Spirea V. H. in habit.

Each **50¢** 3 for **\$1.35**, postpaid

Rugosa Alba—Single pure white flowers, highly scented, followed by pretty berries. Strong grower.

Rugosa Rubra—Flowers bright rosy crimson, fragrant.

Each **40¢** 3 for **\$1.15**, postpaid

Sir Thomas Lipton—A vigorous grower to 6' high, very hardy and produces semi-double white fragrant flowers, at intervals all summer.

Each **50¢** 3 for **\$1.35**, postpaid

Group 3

This hardy group is the biggest value in our catalog! Not unusual to have 500 to 1000 blooms on one plant.

As Low as

40¢

Each, in
Lots of 12

Each 3 for 6 for 12 for
50¢ \$1.35 \$2.45 \$4.75
Postpaid

American Beauty—A strong grower with large flowers of a pleasing rose-pink. Very good for cutting.

American Pillar—A single flowering variety with large flowers of a lively pink with white center and yellow stamens.

Dr. Van Fleet—Long pointed buds of a rich flesh-pink. Splendid for cutting.

Dorothy Perkins—The ideal pink rambler with numerous clusters of beautiful double shell pink flowers. A vigorous grower and ideal to cover fences.

Excelsa—The red Dorothy Perkins. Radiant blood red clusters fairly covering the thrifty vines.

Gardenia—Deep golden flowers passing to creamy white. Quite hardy.

Mary Wallace—Although a good pillar rose, it becomes self-supporting and makes an ideal dooryard bush. The flowers are semi-double, a bright clear rose pink with salmon base. These are often 4 inches across, appearing intermittently throughout the season following their first glorious outburst in late spring.

Pauls Scarlet—The most brilliant scarlet, semi-double flowers, freely produced. Of strong climbing habit and very hardy.

Silver Moon—An exceedingly hardy climber with dark, glossy green foliage, and luxuriant growth. The creamy white buds are long and pointed and open into semi-double white flowers with golden yellow stamens. Flowers are borne on long stems, being excellent for cutting in bud or half open bloom.

Neosho Climbing Roses Grow Nicely in China

"The Climbing American Beauty Rose you sent me in the Spring of last year seems to like its new home, and is growing nicely. Everyone who sees it admires it. The Red Radiance Rose that you sent along is also doing nicely, and the blooms are lovely."—W. B. Johnson, Yates Academy, Soochow, China.

Note—You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

How Anyone May Easily Grow Gorgeous Roses

Today even the most inexperienced gardener can grow glorious roses successfully with much less bother than used to be considered necessary. The first thing to do is to buy Neosho roses, because the varieties listed have been selected and developed for easy growing characteristics. The second thing to do is to follow the simple directions given below and on the following page.

Location—Roses must have at least half a day's sunlight and they cannot thrive in competition with the roots of trees.

Soil—A clay loam is preferable but any ordinary garden soil thoroughly mixed with a large proportion of humus (well-rotted manure or vegetable matter) will give satisfactory results.

Care After Planting—Cultivate at least every two weeks, stirring the top soil lightly. Apply Vigoro in the early spring, following with applications six weeks apart. Keep your foliage healthy by dusting with Neosho Plant Health ten days apart throughout the season.

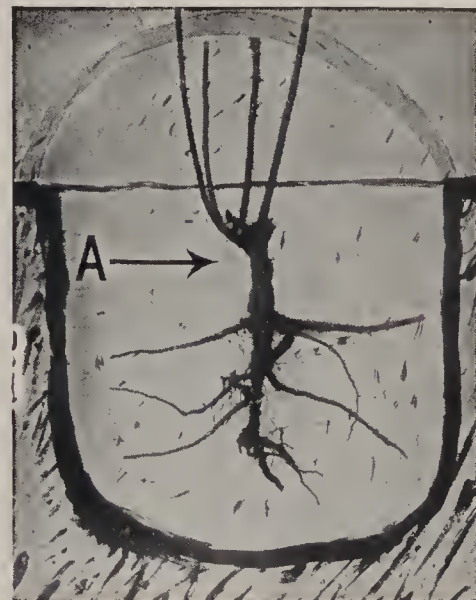


Diagram "A" above shows how to set plant in ground for best results.

Planting—When roses arrive, soak thoroughly in water or bury entire plant a day or two in soil. Avoid exposure of plants to sun or wind. Cut off ends of any bruised or broken roots. Set budded roses two inches lower than they stood in the nursery. Spread roots out carefully in holes and tamp soil closely about them within about two inches of the surface of the ground, pour in plenty of water and fill up the hole with loose dirt. In fall planting, mound dirt up around the tops 8 or 10 inches above the ground.

Winter Protection—Hybrid Teas require winter protection in any climate where there is frost. Mound the dirt 4 to 6 inches around each bush and after the ground freezes cover the entire bed with dry leaves or straw. Some hill up the earth 10 to 12 inches, and after freezing fill in the hollows between the plants with leaves held in place by tree branches or wire netting. Remove this soil and mulch in the spring after danger of severe frost is past. This is to be raked down to the level after danger of freezing is over in the spring.

Beautify Your Home With Neosho



Home of H. A. Wangerien, Santa Fe, N. M. We helped with landscaping . . . and shipped him stock for 11 years.

DIRECT - FROM - THE

To make your home actually complete . . . you will want to add to the handicraft of man . . . Nature's charming touch of beautiful shrubbery. Perhaps a green, clipped hedge around the grounds . . . handsomely straight, trim and protective. Maybe graceful shrubbery . . . showering out a glorious color pageant of white, pink, lilac, red, orange . . . against a waving profusion of green. Or, it may be a colorful combination of both that you desire.

But regardless of what varieties you select . . . for surest, quickest, most beautiful results . . . plant **Neosho shrubs**. Neosho assures you "Growing Satisfaction." Finest quality, fast-growing, sturdy, healthy stock with strong root systems. And prices so low they will surprise you. Select from the wide range of varieties and low prices below!

GROUP 2

Offers you an unusually wide range of beautiful varieties. Have famous strong, healthy Neosho root systems. Low price made possible . . . because Neosho sells direct-from-the-grower to you . . . saving you the middle-man's profit. Order this finer quality stock . . . at these money-saving prices! Varieties described below.

25^c
EACH
In Lots of 12

Size	Each	5-rate	12-rate
18-24 in. (postpaid).....	30c	27c	25c
2-3 ft. (not prepaid).....	40c	37c	35c

NOTE—You are allowed the regular lower quantity prices on the total number of shrubs you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

Althea, or Rose of Sharon (Hibiscus Syriacus)—8' to 12'—Upright grower with hollyhock-like flowers in white, red, pink or purple, according to variety, in July to September. Greatly used for screens and hedges.

Butterfly Bush (Farquhar) (Buddleia Magnifica)—5' to 6'—Sometimes called Summer Lilac as its dark lilac blossoms continue in flower most of the summer. An improved type with darker blooms. Cut back to ground in later winter.

Deutzia Gracilis—2' to 3'—A dense low-growing shrub. In April covered with abundant white flowers in graceful, nodding sprays. A good shrub to use in front of taller shrubs.

Deutzia Lemoini—4' to 5'—A hardy spreading grower with showier later white flowers than Gracilis. Endures partial shade.

Deutzia, Pride of Rochester—6' to 8'—You should try this in your border plantings as it is of fast upright growth, blossoming in May with many double white flowers borne thickly in

wreaths along its branches. Always popular.

Dogwood, Red Twigged (Cornus Stolonifera)—6' to 8'—Valued especially for coral-red stems in winter. Has white flowers in May followed by bluish white round fruits. Endures shade.

Golden Bell (Forsythia)—6' to 8'—This splendid family of shrubs is one of the first to light your garden with masses of golden yellow flowers before the leaves appear in early spring. Foliage is handsome deep green turning to deep bronze in fall. Five varieties:

—**Intermedia (Arching)**—Earliest blooming and broadest shaped, with drooping branches. One of the finest.

—**Fortunei (Erect)**—Grows tallest and most slender.

—**Viridissima (Green Stem)**—Flowers are latest, the darkest yellow. Very desirable.

—**Spectabile**—Most profuse bloomer of all. Neat habit.

Honeysuckle (Lonicera)—One of the most desirable family of shrubs as they are extremely hardy, trim looking, free from disease, and all have attractive foliage. Three varieties follow:

—**Tatarlan (Pink)**—6' to 8'—Attractive pink flowers followed by bright red berries.

—**Tatarlan (Red)**—6' to 8'—Conspicuous light crimson flowers in early summer.

—**Morrowl (Japan Bush Honeysuckle)**—8' to 10'—Dense wide flung branches. The small bloom is creamy white, with blood red berries following bloom. Gray-green foliage. Especially suited for foliage screen. Does well in most any soil.

Jethead (Rhodotyphus Kerroides)—4' to 5'—One of the best shrubs for planting in shaded locations. A rounded shrub with beautiful yellowish green corrugated foliage and large, single white flowers in May, followed by shiny black berries or seeds.

Lilac (Syringa)—You can have Lilacs wherever you live, as they are very hardy, vigorous and grow with little attention, giving masses of beautiful bloom in the spring. **Old-Fashion Purple**—8' to 12'—This old-fashion shrub is still a favorite with its fragrant flowers and attractive foliage. Excellent for hedges or background.

Mock Orange (Philadelphus)—No garden is complete without the delightful fragrance and pure white blossoms of the Mock Orange; in two varieties:

—**Old-Fashion**—8' to 12'—A hardy, vigorous shrub of upright growth. Single flowers pure white, fragrant and borne in great profusion. Endures shade.

—**Lemoine**—4' to 6'—Erect fine leaved, slender stemmed. Creamy white flowers with a distinct fragrance. Good foundation shrub.

Mock Orange, Virginal (Philadelphus Virginalis)—6' to 8'—A wonderful new variety. Good foliage and flowers run double, semi-double and single, are largest and most sweetly fragrant of any known variety, with longest early and intermittent blooming season.

Mock Orange (White Bouquet)—Grows about 4' tall—Small leaves, profuse white flowers in May.

Privet, Regels (Ligustrum Regellianum)—4' to 6'—A very hardy type with dark, shiny leaves. Numerous branches are horizontally spreading with graceful drooping ends. Very desirable for foundation plantings and endures shade.

Quince, Japan (Cydonia Japonica)—4' to 6'—Completely covered with dazzling scarlet flowers before leaves appear in spring. Deep green foliage.



Old-Fashioned Mock Orange (at extreme left).

Group of Spirea Van Houttei makes a beautiful screen.

Shrubs • That Thrive and Grow!

-GROWER-TO-YOU PRICES • 12^C EACH IN 12 LOTS

GROUP 2 CON.

Spirea, Anthony Waterer—2' to 3'—Would you like a shrub that is of dense rounded growth, beautiful dark small foliage, that blossoms with large, brilliant rosy crimson flower clusters all summer? If you would, you can't go wrong on this one, as it is exceptionally hardy.

Spirea Arguta—Slender upright—3' to 5' high—Profuse white flowers in late April.

Spirea Billardi—4' to 5'—An upright grower with dense spikes of rose pink flowers that crown sparsely twigged, erect branches.

Spirea Froebeli—3' to 4'—Similar to Anthony Waterer, but taller.

Spirea Thunbergi—4' to 6'—We think this one of the best shrubs grown for foundation plantings. Forms a dense, feathery bush, with a pleasing shade of yellowish green foliage changing in fall to bright red and orange. White single flowers in April. Surely a most valuable shrub.

Tamarix Africana—8' to 12'—A large grower with fine feathery blue-green foliage and long panicles of pink flowers in May.

Weigela Rosea—6' to 8'—This is an old favorite with abundant showy trumpet-shaped flowers of light pink in May. Rather coarse foliage, but very effective in groups or mass planting.

More Than Pleased

"Wish to advise that my shrubbery arrived and was planted by your representative, Mr. Jones, and that I am more than pleased. It would be ingratitude on my part if I did not say a word of praise for the interest taken and the good job he done in planting. I also desire to say a good word for Miss Larmon, who sold me the shrubs, and the interest she took in selecting suitable plants."—A. McDonald, Poplar Bluff, Mo.

GET THIS BARGAIN!



ONLY

6 Fine Shrubs \$1.19
POST-PAID

Here's a money-saving offer! Your choice of one each, or as many as you wish of any of flowering shrubs listed below . . . not to exceed 6 plants . . . for only \$1.19, postpaid. Regular Neosho highest quality stock. Take advantage . . . order this unusual bargain!

Spirea Anthony Waterer
Spirea Thunbergi
Tatarian Honeysuckle, pink

Butterfly Bush
Redleaf Barberry
Mock Orange
Coronarius

FREE with this Bargain . . . one Hall's Honeysuckle.

GROUP 1

These four beautiful varieties are finest quality shrubs possible to grow . . . at money-saving direct-from-grower-to-you prices. Have well-grown, strong, healthy Neosho root systems. Order these for "Growing Satisfaction" . . . at a saving! Varieties described below.

15^C EACH
IN LOTS OF 12

Size	Each	5-rate	12-rate
18-24 in. (postpaid).....	20c	17c	15c
2-3 ft. (not prepaid).....	25c	22c	20c

NOTE—You are allowed the regular lower quantity prices on the total number of shrubs you order . . . regardless of different varieties. This enables you to order a combination of both varieties . . . at the regular, low quantity price.

Japanese Barberry—Makes good trimmed or untrimmed hedge. Its thorns make it a very effective barrier. The hardiest of the low hedges. Foliage turns orange and red in the fall and carries bright red berries all winter. Plant 18 inches apart.

Spirea Van Houttei—Nothing is more beautiful than a hedge of Spirea in full bloom. It also has very good foliage through the summer. Best used as untrimmed tall hedge. Plant 2' apart.

Coralberry (Symphoricarpos Vulgaris)—3' to 4'—Graceful arching branches covered with dark red berries all winter. Endures shade and dry soil.

Snowberry (Symphoricarpos Racemosus)—3' to 4'—A graceful plant with small foliage, dense twiggy branches which bear in the fall a profusion of waxy white berries. Good for shady locations in foundation planting.

Neosho Stock Has Bushy, Well-Shaped Tops—Strong Root Systems!

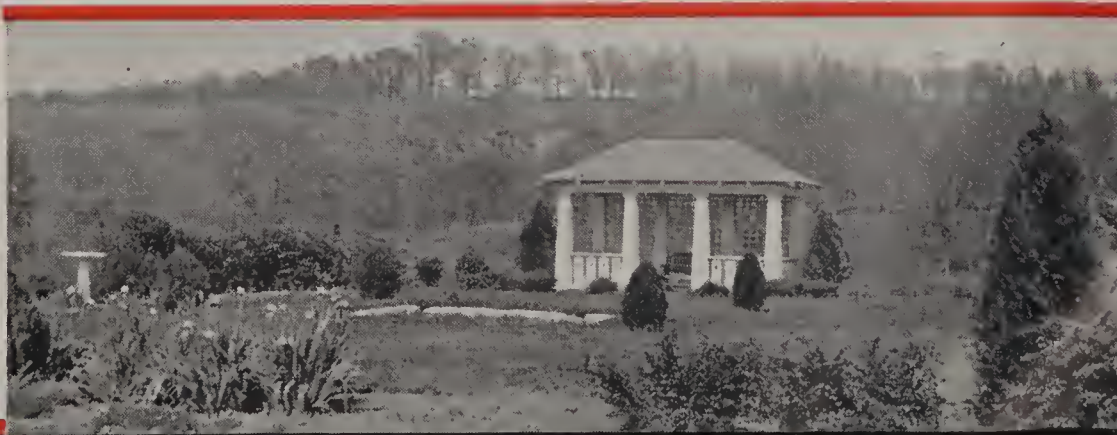
Look at the photo of a Neosho plant at the right. Notice the bushy, well-shaped top . . . These are signs of sturdiness, vigor and fast-growth . . . and are found in all Neosho plants and trees.

This sturdier, more vigorous Neosho stock is made possible because of Neosho's geographical location. The long growing season of the nature-blessed Ozark region . . . combines with the wonderfully fertile, silt, loam soil . . . to produce superior plants and trees.

For finest quality stock . . . order from Neosho!



This beautiful garden designed and planted by Neosho Nurseries.



BEAUTIFUL SHRUBS TO BRIGHTEN



This lovely garden of F. E. Rice, Bartlesville, Oklahoma . . . was one of the winners in a National Garden Contest.

No Finer Quality Shrubs Than These at ANY PRICE . . .
You Get Them at a BIG SAVING . . . Because Neosho
Sells at LOW DIRECT-FROM-THE-GROWER PRICES!

ORDER THIS COMBINATION



1 2
BEAUTIFUL
SHRUBS
259
PREPAID

What a bargain! Your choice of 2 or more each of any varieties . . . the total not to exceed 12 plants. Hardy, vigorous Neosho shrubs . . . that thrive and grow speedily. Order now!

Jetbead Mock Orange
 Redleaf Barberry Virginalis
 Persian Lilac (double)
 Spirea Froebels Japan Quince

FREE with this offer, 6 Glad-iolas and 6 Iris.

GROUP 4

Here is another group of fine quality Neosho shrubs. Hardy, vigorous plants . . . with strong root system . . . that thrive and grow fast . . . adding brilliant beauty to your grounds. And you get them at a saving . . . because of our direct-from-grower-to-you prices. See prices and description of varieties below.

40^c
EACH
In Lots of 12

Size	Each	5-rate	12-rate
18-24 in. (postpaid)	50c	45c	40c
2-3 ft. (not prepaid)	60c	55c	50c

NOTE—You are allowed the regular lower quantity prices on the total number of shrubs you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

Almond, Double Flowering—5' to 6'—In early spring branches are covered with beautiful double pink blossoms before leaves appear.

Beauty Bush (Kolkwitzia Amabilis)—6' to 8'—A new shrub from China. Graceful arching branches and pink trumpet shaped blossoms

in early June make it most attractive. Very hardy.

Crepe Myrtle (Lagerstroemia)—6' to 8'—The "Lilac of the South"—Requires protection here. Has deep green foliage and profuse ruffled and crinkled flowers in brilliant shades all summer.

Mock Orange;
 Philadelphius
 Virginalis

FRENCH OR HYBRID LILACS —6' to 8'—These

are budded types having small leaves and larger blossoms, bloom later in season. Blossom second season after transplanting. Wine single; Blue double; White double.

Lilac, Budded—Double blue, double white and purplish red (single).

Size	Each	5-rate	12-rate
18-24 in. (postpaid)	65c	55c	50c
2 - 3 ft. (not prepaid)	85c	75c	70c

Amateurs' Collection---Unusual Values

6 Easy-to-Grow Varieties Only **\$2³⁹**
PREPAID

We have chosen this group because they can be grown with the greatest ease and will produce the most bloom.

1 Mrs. Chas. Bell
 1 Lady Hillingdon
 1 Kaiserin Augusta Victoria

FREE

2 Red Radiance
 1 Pink Radiance
 with this Offer, 1 Double Everblooming
 Crimson Spirea.



GROUP 3

Another group that includes a great variety to select from. All shrubs are sturdy, full of vigor . . . and have the strong root systems that have made Neosho shrubs famous. Any selection of these you plant . . . will add glorious, colorful charm to your grounds. And remember . . . our direct-from-grower-to-you prices make these wonderful values. Described and priced below.

28^c Each

IN LOTS OF 12

Size	Each	5-rate	12-rate
18-24 in. (postpaid).....	35c	30c	28c
2-3 ft. (not prepaid).....	45c	40c	35c

NOTE—You are allowed the regular lower quantity prices on the total number of shrubs you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

Aronia Arbutifolia (Red Chokeberry)—6' to 8'—Valuable because of its red berries. Succeeds in moist half-shade.

Aronia Melanocarpa (Black Chokeberry)—8' to 10'—Delicate white flowers, May. Black berries. Half-shade.

Arrowwood (Viburnum Dentatum)—8' to 12'—We like this shrub especially for border planting as it is of vigorous growth, growing in sun or shade. The foliage is especially handsome and the small white flowers are followed by beautiful dark blue berries.

Barberry, Redleaf (Berberis Thunbergii Atropurpurea)—3' to 4'—A new variety with rich lustrous bronze red leaves which become more brilliant through summer. Unequalled in color value. The most promising shrub introduced in past ten years.

Beautyberry (Callicarpa Purpurea)—4' to 5'—Here is just the shrub for unusual color in late summer and early fall, blooming in August with clusters of pink flowers which are followed by beautiful dense clusters of real violet berries. Needs protection in North.

Calycanthus Sweet Shrub (Calycanthus Floridus)—4' to 6'—An old-fashion shrub with chocolate colored flowers all summer. Spicy fragrance. Best in partial shade.

Cinquefoil (Potentilla Fruticosa)—2' to 4'—Has gray green foliage and bright yellow flowers from July-October. Best in moist soil.

Cranberry High Bush (Viburnum Americanum)—8' to 12'—Valuable for good foliage and clusters of red berries in fall lasting all winter. Flowers white.

Desmodium (Lespedeza Penduliflorum)—4' to 6'—A beautiful shrub with small narrow leaves, arched branches and beautiful drooping sprays of liquid purple flowers. Tops die back in winter. Blooms August and September.

Deutzia Gracilis Rosea—Same as Gracilis, but somewhat taller and deep rose flowers.

Euonymus Alatus—8' to 10'—Unusual corky winged branches and small rich green foliage which colors a brilliant scarlet in fall. Fine for massing in border.

Golden Bell, Weeping (Forsythia Suspensa)—6' to 8'—Slender, limply drooping branches, strung with bright rosettes of yellow bloom and shiny leaves.

Honeysuckle, Fragrantissima—6' to 8'—Small round, leathery leaves showing darkest shade of green. Practically evergreen if in sheltered position. Very early clusters of tiny pink and white flowers, sweetly fragrant. Berries following bloom. Gray-green foliage. Especially suited for foliage screen. Does well in most any soil.

Hugonis Rose—6' to 8'—A dense attractive shrub with slender branches covered with single clear yellow flowers. Foliage turns purple in fall. Well adapted for either specimen or mass planting.

Hydrangea, Arborescens Grandiflora—4' to 5'—A most popular shrub with flowers similar to the familiar "Snowball" in appearance, snowy white and imposing. July-September. By cutting bush to the crown each spring, it can be kept round and dense at 3' to 5'. Endures partial shade.

Hydrangea, Paniculata Grandiflora—5' to 6'—Produces massive plumes, first snow white, then pink, then reddish bronze and green, from August until October. Beautiful as specimen shrub or in masses.

Hypericum (St. John's Wort)—3' to 4'—Grayish-green foliage and bright yellow blossoms in July-August.

Kerria Japonica (Globe Flower)—4' to 6'—Bright green stems and attractive foliage. The blossoms are bright yellow, single and unusually attractive. Blooms in May and a few blooms all summer.

Lilac—Persian—6' to 8'—A graceful shrub with pale lilac flowers in broad panicles in late spring. Rich green foliage. Blossoms second season after transplanting.

Ninebark (Physocarpus Opulifolius)—8' to 10'—A quick growing shrub with fragrant white flowers in late May. Excellent for screens and borders.

Pearl Bush (Exochorda Grandiflora)—8' to 10'—If you want an unusual shrub for your border, large pure white flowers in great profusion. Buds

resemble pearls along stems and when in full bloom plant has appearance of snowbank.

Rugosa Rose—6' to 8'—Exceptionally hardy shrubs which thrive under difficult conditions. Branches spiny and foliage is a shiny dark green and not susceptible to attacks by insects. Flowers in May, followed by red or orange-scarlet fruits which hang on until winter. Makes good hedge or is fine in massed plantings, in these three beautiful varieties:

—**Rosa Rugosa Alba**—Large, clear white flowers.

—**Rosa Rugosa Rubra**—Has large, rosy crimson flowers.

—**Sir Thos. Lipton**—5' to 6'—The best double white, blooming in June and intermittently through summer.

—**E. J. Grootendorst (Red or Pink)**—Continuous bloomer with shiny leathery foliage and rugged hardy growth, blooms in clusters. Grows 4' to 5' high, makes a beautiful hedge.

Snowball (Viburnum Sterile)—8' to 12'—This old-fashion shrub grows most anywhere and always flowers so abundantly. It is indeed beautiful and should be in everyone's yard. Beautiful large clusters of white flowers.

Spiraea, False (Sorbaria Sorbifolia)—4' to 5'—Handsome soft wooded shrub of quick development, with profuse bloom in June-July of long feathery panicles, pure white. Partial to rich, moist soil and partial shade. Fresh green leaves like Mountain Ash.

Spiraea Korean—6' to 8'—A handsome new introduction, somewhat like Van Houttei, but with larger flowers and blooming about two weeks later. Thrifty in growth and perfectly hardy.

Spiraea Prunifolia—6' to 8'—Blossoms early with small double white blooms. Dark green foliage turning orange in fall.

Sumac, Fragrant (Rhus Aromatica)—3' to 4'—Small yellow flowers followed by red seeds. Leaves turn scarlet. Stands dry, hot locations.

Sumac, Smooth (Rhus Glabra)—10' to 15'—Grows to small tree with beautiful foliage, which colors brightly in autumn; inconspicuous flowers in June, followed by attractive crimson brown fruits.

Sumac, Staghorn (Rhus Typhina)—10' to 15'—Picturesque and rugged with brilliant foliage in fall.

Tamarix Hispida—8' to 12'—Densely bushy, a foaming mass of glaucous foliage. Flowers in extra large panicles bright coral pink in June and intermittently thereafter.

Weigela Eva Rathke—Crimson flowers in May or June. Grows 4' to 5' high.

Winterberry (Ilex Verticillata)—6' to 8'—Enjoys moist soil and is valued chiefly for bright red fruits from October to winter.

Witch Hazel (Hamamelis Virginiana)—10' to 15'—A large spreading shrub with yellow blossoms in late fall, foliage turns to bright yellow, orange and purple.

An effective shrub planting that binds house to lawn . . . softening angles and hiding low foundation.



Cheerful Neosho Evergreens

Neosho Supplies You With Highest Quality Evergreens Direct From the Ground.

Rich shades of green, blue and gold can be had in Evergreens to brighten and beautify the surroundings of your home 365 days out of the year.

We grow our own, they come right from the ground to you, with all their vigor and vitality preserved, and at most reasonable prices for trees.

JUNIPERS as Low as

This family includes both erect and prostrate forms and is the hardiest species for our middle western climate, withstanding our hot, dry summers and changeable climate most satisfactorily.

\$1.50
EACH

ERECT FORM JUNIPERS

Ideal for Accent Points and Specimens

Cannarti Juniper (Juniperus Virginiana Cannarti)—12' to 15'—A dense columnar form with rich deep green foliage. Attractive blue berries. Can be kept sheared into narrow column. Very hardy. One of the best types developed in recent years.

4-4½ ft. **\$4.50** 6-7 ft. **\$7.50**
5-5½ ft. **\$6.00**

Schotti Juniper (Juniperus Virginiana Schotti)—12' to 15'—Similar in habit to Cannarti but with a yellowish bronze-green foliage. Very hardy.

4-4½ ft. **\$4.50** 6-7 ft. **\$7.50**
5-5½ ft. **\$6.00**

Silver Juniper (Juniperus Virginiana Glauca)—15' to 20'—A beautiful type developing into a tall column with distinct silvery gray foliage. Can be trimmed as desired.

4-4½ ft. **\$4.50** 6-7 ft. **\$7.50**
5-5½ ft. **\$6.00**

Chinese Juniper (Juniperus Chinensis Mascula)—12' to 15'—Compact, broad, columnar form with grayish green prickly foliage.

4-4½ ft. **\$4.50** 6-7 ft. **\$7.50**
5-5½ ft. **\$6.00**

Platte River Juniper (Juniperus Virginiana)—15' to 20'—A narrow, compact pyramidal type with bright green foliage in spring, gradually darkening in summer. Best transplanted in spring.

4-5 ft. **\$4.00**

Irish Juniper (Juniperus Communis Hibernica)—Very formal in outline, with glaucous green foliage. Grows 6' to 8' high and not over one and a half feet in diameter.

3-3½ ft. **\$2.75**

Spiny Greek Juniper (Juniperus Excelsa Stricta)—A cone shaped Juniper with prickly foliage of rich steel-blue, green. Grows to 10' tall.

18-24 in. **\$1.95** 2½-3 in. **\$2.95**
2-2½ in. **\$2.50**

Elegantissima Juniper (Juniperus Virginiana Elegantissima)—5' to 6'—A wide spreading grower with light green foliage, the ends of which are tipped with bright gold in spring. The plant presents a soft, graceful appearance.

3-3½ ft. **\$4.00** 4-4½ ft. **\$5.00**
3½-4 ft. **\$4.50**

PROSTRATE FORM JUNIPERS

Especially desirable for foundation plantings and rockeries.

Andorra Juniper (Juniperus Depressa Plumosa)—1' to 2'—A low spreading variety with silver green foliage in summer, turning a rich purple in winter. Quite desirable.

18-24 in. **\$2.00** 3-3½ ft. **\$4.00**
2-2½ ft. **\$2.50** 4-4½ ft. **\$5.00**
2½-3 ft. **\$3.00**

Pfitzer's Juniper (Juniperus Chinensis Pfitzeriana)—4' to 5'—A choice semi-prostrate type with spreading branches of rich blue-green foliage. Very hardy.

18-24 in. **\$1.75** 2-2½ ft. **\$2.50**

Savins Juniper (Juniperus Sabina)—4' to 5'—A low grower with spreading fan-shaped branches of rich dark green foliage.

18-24 in. **\$1.50** 2½-3 ft. **\$2.50**
2-2½ ft. **\$2.00** 3½-4 ft. **\$4.00**

Neosho Trees Make Fine Growth

"I received the trees in fine condition this spring and only 1 died out of 29. They made a fine growth this summer and we are more than pleased with them. Also the trees we got from you 7 years ago are doing fine, and have had apples on them 2 years now. I especially like the Stayman Wine-sap."—Frank Weigel, Middletown, Ia.



Red Cedar
(Juniperus Virginiana)

Best He Has Seen

"I have today been informed by my brother, John Bonk of Waverly, Missouri, that he has received the trees I ordered from you and that they are the best he has seen. I was very much pleased to hear this, and you may rest assured that any trees I may need in the future will be ordered from you."—Frank Bonk, Chicago, Ill.

Says Trees Fine as Can Be

"I received the trees in good shape. They are fine ones, too. I put them out as directed. They are fine as they can be."—Virgle F. Powell, Gillham, Ark.

"Certainly Are Good Stock"

"My order reached me in perfect condition and I am satisfied with trees. They certainly are good stock, and I will try to do my best with them. I followed planting directions."—Theo. Gallardo, Walker Route, Prescott, Ariz.



Here's an attractive setting of evergreens. The scene will be much more beautiful when the ground is covered with snow.

Brighten the Winter Landscape

FAVORABLE climatic conditions, rich soil and a long growing season are combined here at Neosho in our Nurseries to promote rapid growth of beautiful, hardy specimen Evergreens. They are frequently root pruned to make them transplant easily, and they are dug with a generous ball of earth and carefully burlaped to insure success in transplanting. When you buy Evergreens from Neosho you get better developed trees that insure satisfactory results.

ARBOR VITAE

Hardy Neosho Specimens that add great beauty to your yard . . . both winter and summer. Varieties listed below, and priced as LOW as

\$1.50

Colorado Spruce, Blue or Green (Picea pungens)—40' to 50'—Vigorous and hardy, making fine broad based pyramidal specimens.

Blue 2-2½ ft. **\$4.50** 2½-3 ft. **\$6.00**
Green 2-2½ ft. **\$3.00** 2½-3 ft. **\$4.00**

PINES

as LOW as . . .
(Varieties listed below)

\$1.75
EACH

Austrian Pine (Pinus Nigra)—50' to 60'—Dark green foliage with needles 4 inches long and borne in pairs. A rapid grower but retains its lower branches. Fine for specimens or screens.

Scotch Pine (Pinus Sylvestris)—50' to 60'—Shorter and softer needles than Austrian. A rapid grower also, making it valuable for protective screens.

2-3 ft. **\$1.50** 4-5 ft. **\$3.50**
3-4 ft. **\$2.50** 5-6 ft. **\$5.00**

Mugho Pine (Pinus Montana Mughus)—1' to 3'—The only genuine dwarf pine. Needles short and stiff. Assumes a globular form; very dense. Good in foreground of foundation plantings.

18-24 in. **\$2.75** 2-2½ ft. **\$3.50**

BROADLEAF EVERGREENS

as LOW as . . .
(Varieties below)

\$1.00
EACH

Abella Grandiflora—2' to 4'—Leaves glossy green turning coppery red in fall. Blooms profusely from July to September with small white flowers blushed with pink. Holds foliage all winter in south. Not hardy north of Arkansas-Oklahoma.

2-3 ft. **\$1.00** 3-4 ft. **\$1.50**



Pfitzer's Juniper

Cotoneaster Horizontalis—2' to 3'—Low spreading plants with small shiny leaves and bright berries that remain on branches well into winter. Very choice for rock gardens and foreground in foundation plantings.

2-2½ ft. **\$3.00**

Nandina—A dwarf Jap plant with delicate foliage which colors a brilliant orange red in fall—clustered with bright red berries in autumn. Not hardy north of Neosho.

18-24 in. **\$1.00**

Oregon Holly (Mahonia Aquifolia)—2' to 4'—A beautiful evergreen shrub with smooth shining holly leaves, small bright yellow flower clusters in May and blue berries. The leaf color varies during year, assuming various shades of green with flecks of red and bronze. Will stand extreme cold.

15-18 in. **\$1.50** 18-24 in. **\$1.75**

Jullanne Barberry—A new hardy evergreen Barberry. An upright, slow-growing shrub with narrow glossy foliage which colors a deep bronze in winter.

15-18 in. **\$2.00** 18-24 in. **\$2.50**

"My nine-acre apple orchard that I set out in 1926 from trees bought from you is the best in this part of the country, and, should you be in this section of the country, would like for you to see it."—C. Brody, Wakenda, Mo.

Rare Beauty in This Delightful Evergreen Scene



Bereckman's Golden Arbor Vitae (Biota Aurea Nana)—6' to 8'—A broad compact globular form with tips of foliage a bright golden color. Quite striking.

18-24 in. **\$1.50** 4-4½ ft. **\$5.00**
2-2½ ft. **\$2.00**

Gold Spire Arbor Vitae (Biota Aurea Conspicua)—12' to 15'—A Chinese variety of pyramidal form with golden foliage suffused with green. A good plant for contrast.

4-5 ft. **\$3.50** 6-7 ft. **\$5.50**
5-6 ft. **\$4.50**

Baker's Pyramidal Arbor Vitae—A Chinese Pyramidal variety of beautiful dark green foliage, very compact and symmetrical.

2-3 ft. **\$1.25** 6-7 ft. **\$5.00**
3-4 ft. **\$2.00** 7-8 ft. **\$7.00**

Bonita Globe Arbor Vitae—A round, globe shaped Chinese variety which does not require shearing; fine green foliage.

18-24 in. **\$1.50** 2-2½ ft. **\$2.00**

"You can ship this order when you think best; this makes the fourth small order that I have ordered from you. I have had such good luck with every one of them, I just lost one apple tree about three years ago. Haven't ever in my life dealt with nicer people than Neosho."—Walter Robinson, Pikeville, Ky.

Get This Outstanding Evergreen Value!



3

ATTRACTIVE
EVERGREENS **\$2.98**
for only

- 1 Bereckman's Golden Arbor Vitae
- 1 Spiny Greek Juniper
- 1 Pfitzer's Juniper

15-18 in. Specimens, balled and burlapped

This is your opportunity . . . and it's an unusual one . . . to get three fine evergreens for only \$2.98. These are regular high quality Neosho stock . . . and the low combination price is made possible only because we sell direct from the grower to you. Beautify your yard at this low cost. Order now!

NEOSHO SHADE AND ORNAMENTAL

Wide Variety in Form and



Our Direct-from-the-Grower-to-You Prices Enable Us to Offer These Finest Quality Trees at Prices as Low as **45^c** Each in lots of 3

Figures following name indicate height to which trees grow.

Ash, White (Fraxinus Americana)—50' to 60'—One of the most desirable trees for landscape and street planting. The trunk is straight and smooth. Exceptionally clean and rapid growing, with handsome foliage which in autumn colors a mellow gold tinged with bronzy purple. It is easily transplanted and prefers a rich loamy soil with sunny exposure but grows well in any well-drained location.

6-8 ft. Each	\$0.85	3 for	\$2.25
8-10 ft. Each	1.25	3 for	3.30
10-12 ft. Each	1.95	3 for	5.25

Ash, Green (Fraxinus Viridis)—50' to 60'—Shapely, round headed trees with slender, spreading branches. Rapid growing.

8-10 ft. Each	\$1.15	3 for	\$2.95
10-12 ft. Each	1.75	3 for	4.50

Ash, Mountain, European (Sorbus Aucuparia)—20' to 30'—Handsome foliage turning to orange-scarlet in fall. The white flowers appearing in May are followed by large clusters of red fruits which remain most of the winter.

6-8 ft. Each **\$2.35**

Birch, White (Betula Alba)—30' to 50'—The old wood is white. Effective as lawn specimen.

6-8 ft. Each **\$2.25**

Birch, Cutleaf Weeping (Betula Lacinata Pendula)—30' to 40'—White bark, slender drooping branches. Valuable as specimen.

5-6 ft. Each **\$2.25**

Dogwood (Cornus Rubra)—Same in habit of growth and flower as White Dogwood, excepting flower is beautiful pink. Very showy.

2-3 ft. Each	\$1.50	3 for	\$3.95
3-4 ft. Each	2.00	3 for	5.50

Dogwood, White Flowering (Cornus Florida)—20' to 25'—Few trees in the middle west can compare with the beauty of the Dogwood in full bloom. Flowers immense, a clear white, 3 in. across and are produced in great abundance before leaves appear. Foliage grayish green, turning to blood red in fall.

2-3 ft. Each	\$1.00	3 for	\$2.75
3-4 ft. Each	1.35	3 for	3.50

Elm, American (Ulmus Americana)—80' to 100'—A noble native tree of majestic height and graceful drooping branches with handsome leaves. One of the best types for wide spread shade in the yard. Indispensable for park and avenue plantings.

6-8 ft. Each	\$1.25	3 for	\$3.50
10-12 ft. Each	1.75	3 for	4.50

Flowering Crab, Bechtels (Malus loensis)—10' to 15'—Forms a rounded compact, low tree, which is a profusion of double pink, fragrant flowers in May. Foliage is attractive and ornamental, fruits follow the flowers. Useful as specimen or in tall shrub groups.

2-3 ft. Each	\$0.75	3 for	\$1.95
3-4 ft. Each	1.00	3 for	2.75



SPECIAL VALUES!

Chinese Elm and Lombardy Poplar



as Low as **35^c** Each in lots of 3

Take a look at these! Have you ever seen such real bargains? Why not get the benefit of this saving? Order from the varieties listed below, now!

Elm, Chinese (Ulmus Pumila)—30' to 50'—A very fast grower, enduring drought and extremes of temperature, very free from diseases and insect injury. Leaves out early in spring and sheds them late in fall. Leaves smaller, branches more slender than American Elm. Hardy.

4-5 ft. Each	\$0.60	3 for	\$1.65
5-6 ft. Each	.75	3 for	1.95
6-8 ft. Each	1.25	3 for	3.25
8-10 ft. Each	1.75	3 for	4.65
10-12 ft. Each	2.35	3 for	6.25

Poplar, Lombardy (Populus Nigra Italian)—60'—A narrow, steeple-like tree, strikingly picturesque, valuable as specimens, as screens, in mixed plantings for contrast with broader trees and behind buildings. Rapid growing.

5-6 ft. Each	\$0.40	3 for	\$1.05
6-8 ft. Each	.50	3 for	1.35
8-10 ft. Each	.75	3 for	1.95

Lombardy Poplar as grown in rows at our Nursery

TREES . . . Offer Color- - - - -

TREES form the walls of our outdoor living rooms . . . where we may rest and relax. They are indispensable in the scheme of landscaping . . . and bring treasured shade and coolness. Neosho Shade and Ornamental Trees offer the widest variety in form, coloring, and beauty of flower and fruit!

And whether you plant one or many Neosho trees . . . you can feel certain they will make strong, vigorous growth . . . increasing in beauty from year to year. That's because Neosho Shade and Ornamental Trees are selected as to variety and stock for rapid growth and resistance to blight. All Neosho Trees are straight and shapely, the larger sizes well branched. Roots are heavy and carefully dug. Every item offers exceptional value. Choose Neosho trees, and you will be assured "Growing Satisfaction"!

Flowering Crab, Hopa (Malus Hopa)—10' to 15'—A new hybrid, in early spring a wealth of rose-crimson flowers, grows taller and faster than Bechtels. Has brilliant little crimson fruits carrying on into autumn.

3- 4 ft. Each **\$0.75** 3 for **\$1.95**
4- 5 ft. Each **1.00** 3 for **2.65**

Flowering Crab, Redvein (Malus Niedzwetzkyana)—12' to 15'—Large red flowers in April. Purplish-red fruit and foliage gives this tree a very striking appearance all summer.

3- 4 ft. Each **\$0.85** 3 for **\$2.25**
5- 6 ft. Each **1.35** 3 for **3.50**

Maple, Hard or Sugar (Acer Sacharum)—60'—We believe this is the king of shade trees. Straight and symmetrical, resistant to diseases and long lived. Its handsome foliage is a blaze of color in the fall. Cannot be excelled for street and lawn planting. While its growth is not as rapid as many softer wooded trees, it is much more permanent and desirable.

6- 8 ft. Each **\$1.95** 3 for **\$5.25**
8-10 ft. Each **2.75** 3 for **7.25**

Maple, Norway (Acer Platanoides)—30' to 60'—Handsome, low-headed, compact growing, with broad, deep green foliage holding its color late into fall. Valuable for lawns and parks.

6- 8 ft. Each **\$1.95** 3 for **\$5.25**
8-10 ft. Each **2.75** 3 for **7.25**

Maple, Silver or Soft (Acer Dasycarpum)—60'—Very fast growing, valued for producing quick shade.

6-8 ft. Each **\$1.25** 3 for **\$3.50**

Mulberry, Tea's Weeping—Grafted on stems 5' to 6' high. Slender drooping branches.

2-yr. Head Ea. **\$2.25** 3 for **\$6.00**

The pleasing patterns of interlacing boughs and leaves form a picture of never-ending charm, while cool shade affords restful contentment.

Oak, Pin (Quercus Palustris)—30' to 60'—A charming medium size cone shaped tree, distinguished by its straight trunk, the drooping tendency of its lower limbs and its fine, sharply pointed, deeply cut leaves. Long lived and a fast grower in moist soils.

8-10 ft. Each **\$2.75** 3 for **\$5.50**
10-12 ft. Each **3.50** 3 for **8.25**

Oak, Red (Quercus Rubra)—The best all-around Oak. Grows to 80 feet and has handsome broad leaves, giving splendid shade, turning a rich purplish crimson in fall. A vigorous grower, quickly developing a broad, rounded head. Grows and thrives anywhere.

8-10 ft. Each **\$2.75** 3 for **7.50**
10-12 ft. Each **3.50** 3 for **8.75**

Plum, Purple Leaves (Prunus Pissardii)—10' to 12'—Low growing tree or tall shrub. Can be used either as specimen or in shrub groups for accent. Leaves are rich reddish-purple all summer.

3-4 ft. Each **\$1.00** 3 for **\$2.75**

Poplar, Carolina (Populus Eugenel)—25' to 40'—Very rapid growing, healthy, hardy tree with large glossy, pale to deep green leaves, pyramidal in form. Useful for temporary results.

6- 8 ft. Each **\$0.50** 3 for **\$1.35**
8-10 ft. Each **.75** 3 for **1.95**

Red Bud (Cercis Canadensis)—15' tall, with irregular shape and large, round, dark green leaves. Flowers appear before the leaves and are an unusual shade of dark pink.

4- 5 ft. Each **\$1.00** 3 for **\$2.75**
5- 6 ft. Each **1.40** 3 for **3.95**

Russian Mulberry (Morus Alba Tatarica)—20' to 25'—Small white or black fruits. Use for hedges or windbreaks. Very hardy.

5- 6 ft. Each **\$0.50** 3 for **\$1.35**
6- 8 ft. Each **.75** 3 for **1.95**

Sycamore or Plane Tree (Platanus Occidentalis)—100'—A handsome large tree, with branches creamy white in winter. Leaves are large. Stands smoke and gas of cities, well.

6-8 ft. Each **\$1.75**
2½ in. 10-12 ft. Each **\$4.00**

Thorn, Paul's Double Scarlet (Crataegus)—12' to 15'—Deep crimson double flowers.

4-5 ft. Each **\$1.95**

Umbrella Catalpa (Catalpa Bignonioides Nana)—10' to 12'—A round headed tree, the top being umbrella shaped. Leaves are large and make a dense shade. Ideal for formal or balanced plantings. Can be kept compact



and symmetrical by small amount of trimming.

1 yr. Heads, 4½ ft. stems, Ea. **\$1.50**
2 yr. Heads, 5 ft. stems, Ea. **2.00**

Weeping Willow, Wisconsin (Salix Blanda)—25' to 40'—A hardy tree with slender drooping branches.

Willow, Golden Weeping (Salix Nlobe)—20' to 30'—Golden bark, drooping branches.

6- 8 ft. Each **\$1.75** 3 for **\$4.95**
8-10 ft. Each **2.25** 3 for **6.25**

Willow, Pussy (Salix Discolor)—15' to 20'—This tree produces in early spring showy catkins that are very ornamental. Best grown in bush form. Makes ideal background for rock garden.

3- 4 ft. Each **\$0.60** 3 for **\$1.50**

White Fringe (Chionanthus Virginica)—15' to 25'—Has large clusters of feathery white flowers in May, followed by bluish-black berries. Leaves large and attractive. Can be used as shrub borders where height is desired.

2- 3 ft. Each **\$1.25** 3 for **\$3.50**
3- 4 ft. Each **1.75** 3 for **4.75**



American
Red
Bud



Maple

See Nut Trees on Page 20!



Peony

STRONG, VIGOROUS INTO GLORIOUS BEAUTY

Get these Finest Quality Bulbs
at Our **LOW DIRECT-FROM-
THE-GROWER-TO-YOU
PRICES**

4^c Each
in 25 Lots

Bulb growing flowers are a joy to grow because the magnificent, rich colored blooms are the finest that you can produce. Start this year.

Prize-Winning Dahlias

We offer this year a new list of Dahlia varieties. Every one an outstanding, prize-winning show variety; finer sorts cannot be had from any source at any price.

NOTE—You are allowed the regular quantity prices on the total number of plants you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

POSTPAID

Each **40¢**

3 for **\$1.00**

12 for **\$3.60**

Edna Ferber—Cactus; glistening coral shading to old gold at base; petals slightly twisted. Blossoms 8-10 in.

Emperor—Informal decorative; deep crimson, tall grower, generous bloomer, blossoms 4-6 in. diameter.

Jane Cowl—Informal decorative; bronze, buff and salmon; one of the best. Blossoms 8-10 in.

Jersey Beacon—Formal decorative; orange-scarlet, 6-8 in. blossoms.

Mrs. Ida De Ver Warner—Formal decorative; bright lilac-rose; blossoms 6-8 in.

Margaret Woodrow Wilson—Creamy white with pink back; very dependable; 6-8 in. blossoms.

Sagamore—Formal decorative; gold, generous blossoms 6-8 in.

POSTPAID

Each **60¢**

3 for **\$1.65**

12 for **\$5.95**

Fort Monmouth—Cactus; giant rich crimson or maroon-twisted petals; blossoms 10-12 in.

For best results, plant May 1st; plant 8 inches deep and cover 3 inches deep and gradually work dirt to plant; in case of heavy rain, may have to uncover.

Kathleen Norris—Formal decorative; immense yellow blossoms 6-8 in.

Queen of Garden Beautiful—Formal decorative; immense yellow blossoms 6-8 in.

Treasure Island—Formal decorative; bright apricot with gold and rose shadings; blossoms 8-10 in.

30^c

Each
in 12 Lots

GLADIOLI

Extra fine Bulbs, guaranteed to bloom this year. Choose from these named varieties.

5^c Each
in 12 Lots

NOTE—You are allowed the regular quantity price on total number of plants you order, regardless of different varieties.

Postpaid

6 for **35¢**

12 for **59¢**

Mrs. Pendleton—Pink.

Scarlet Princeps—Scarlet.

Alice Tiplady—Yellow.

Willbrink—Lavender pink.

Albania—White, late.

Giant Nymph—Light pink.

Schwaben—Creamy yellow.

Autumn Queen—Creamy yellow.

Tycho Zang—Salmon pink.

Capt. Boynton—Lavender.

W. H. Phipps—La France pink.

Los Angeles—Shrimp pink.

GLADIOLI

Rainbow Collection

Complete color assortment—Our selection of varieties.

25 for - - - 95c

Postpaid

Lilies • 22^c
AS LOW AS

Each
in 3 Lots

Regale Lily, postpaid,
3 for.. **\$0.65**

White Day Lily, postpaid,
3 for.... **1.10**

Gold Banded Lily, postpaid
3 for.... **1.10**

Lily of the Valley (clumps
of 10 pips)
3 clumps for.... **1.25**

Special Garden Assortment

24 Beautiful Assorted
Bulbs and Roots

Regular
\$2.65
Value
for

\$1.95

Our Selection of Varieties

Here is a wonderful collection of different colors and variations of roots and bulbs . . . that will grow into delightful beauty for your grounds. Regular high quality Neosho plants . . . with the strong Neosho health and vigor . . . that assures success. Here's what you get at this amazingly low price:

3 Peonies
Red
White
Pink

6 Iris
3 Dahlias
12 Gladioli



SPECIAL!!
Dahlia Collection
Our Selection

10 FOR \$1.25

POSTPAID

BULBS • THAT GROW FOR YOUR GROUNDS

Have Beautiful Flowers from April Throughout June . . . By Planting Neosho Peonies and Iris. They Are Amazingly Easy to Raise . . . Bloom Every Year.

PEONIES PRICED AS LOW AS 30^C EACH

There's a wealth of varieties to select from in this group. Healthy, strong, vigorous bulbs that thrive and bloom for years.

	Each	Lot of 3
Avalanche —A beautiful, large free blooming, pure white; late.....	\$0.50	\$1.35
Augustin d'Hour —Solferino red; extra large; midseason.50	1.35
Eugene Verdier —Large, exquisite late pink of unusual beauty.60	1.65
Felix Crousse —A brilliant ruby red, large, late bloomer; a Neosho favorite. Rating 84	.60	1.65
Couronne d'Orr —A crown of gold and white.	.35	.90
Duc de Wellington —A fragrant, large flowering white35	.90
Duchess de Orleans —Midseason pink.....	.35	.90
Officinalis Rubra —A large, early, double red. Rating 86.60	1.65
Karl Rosenfield —Crimson, mid-season; red. Rating 88.50	1.35
Edulis Superba —Early, clear deep pink. Rating 76.35	.90
Festiva Maxima —Not a new variety, but one of the best; large, double white with carmine tips. Rating 93.....	.35	.90
Meissonier —Reddish purple, mid-season....	.35	.90
Prince Imperial —Large, scarlet-red; late....	.50	1.35
Richard Carvel —A very early, large crimson	.75	2.00
Mme. Jules Dessert —Salmon white; mid-season favorite. Rating 92.....	.60	1.65
Walter Faxon —A vivid, bright pink; extra large. Rating 93.....	.85	2.00
Therese —Almost perfect, extra large shell pink. Rating 98.....	1.00	2.75

NOTE—You are allowed the regular lower quantity prices on the total number of plants you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

• Iris

Iris are often called hardy orchids because of the richness and beauty of the flowers. They vary in height from 1 to 3 feet, are very easy to grow and blossom in exquisite shades of many beautiful colors. The Japanese blossom after the German varieties are through flowering.

POSTPAID

3 FOR 30c

12 FOR 95c

IRIS—(Germanica Varieties)

American Black Prince—Dark purple, 24" stem.
Celeste—Pale, azure blue, 30".
Lent A. Williamson—Violet, golden beard, 42".
Madam Chobaut—Orange and red.
Queen Caterina—Pale violet, 38".

Queen of May

—Rose and lilac, 2-3'.
San Souci—Yellow and brown, 2'.
Siberian Orientails—Intense blue, narrow leaves.
Madame Chereau—White and lavender, 30".
Apache—Flame red, 24".
Susan Bliss—Deep rose pink, 40".

PRIZE WINNERS—(Germanica Varieties)

POSTPAID

3 FOR 65c

12 FOR \$1.95

Afterglow—Lavender and buff, 36".
Ambassadeur—Velvety purple, 42".

Mother of Pearl—Pale lavender, 44".
Opera—Violet red, 24".



German Iris

DECORATION DAY PEONY COLLECTION

3 White
1 Pink
1 Red

PEONIES 5

for only

Our selection of varieties. Guaranteed to be valued in excess of \$1.75.

\$1 10

POSTPAID
Reg. \$1.75 Value

• CANNAS •

King Humbert (Red)—Bronze foliage, 4'.
King Humbert (Yellow)—Bronze foliage, 4'.
President—Scarlet, large flowers, green foliage, 4'.
Shenandoah—Salmon pink, bronze foliage, 4'.
Wintzer's Colossal—Vivid scarlet, green foliage, 5'.

Postpaid

3 for 50c 6 for 85c 12 for \$1.45

• CALADIUM •

(Elephant Ear)

Postpaid

3 for 50c

6 for 85c

• JAPANESE IRIS •

A charming, different type of Iris that continues your blooming season up into June. Every flower lover should add this group to their garden.

Postpaid

3 for 50c

12 for \$1.85

Gekka-no-nami—Glistening, creamy-white.

Koko-no-iro—Enormous, double, violet-purple, with gold throat.

Moniki-no-taki—Bright, rosy, crimson, feathered with white.

Uchiu—Largest size, longest stems, sky blue with golden center.

SPECIAL MEMORIAL DAY IRIS COLLECTION

12 Iris, different colors, our selection.

12 for 75c, Postpaid



ADD CHARM TO YOUR GROUNDS WITH A NEOSHO ROCK GARDEN

Get Finest Quality, Fast-Growing
Plants . . . at Our Low Direct-
from-Grower-to-You Prices!

LOOK at the charming rock garden above! You can have one just as beautiful . . . by planting Neosho Rock Garden Plants. They thrive and grow quickly . . . because they

have the famous strong Neosho root systems. And they grow in the most seemingly unpromising locations. Order from the many varieties described below!

NOTE You are allowed the regular lower quantity prices on the total number of plants you order . . . regardless of different varieties. You get any combination of varieties in this group you wish . . . at the regular low quantity prices.

Take Advantage of These Money-Saving Prices! (Varieties listed below)

Each	3 for	12 for
25c	60c	\$1⁹⁵
	Postpaid	

Alyssum Saxatile (Basket of Gold)—Broad masses of bright yellow flowers in early spring. 1' tall. Needs good drainage.

Arabis Alpina (Rockeress)—Pure white flowers produced in dense masses in April and May. 1' tall.

Cerastium Tomentosum (Snow-in-Summer)—A low growing plant with silvery white foliage, producing abundance of snow white flowers in May.

Forget-Me-Not (Myosotis)—Dainty rich blue flowers with yellow eye produced freely all summer. Will thrive in moist, shady borders.

Pansies, Hardy (Viola)—Best edging plant, remaining in full bloom from May until October if not allowed to go to seed. Pure rich violet and yellow shades.

Helianthemum (Rock Rose)—Form dense masses of pleasing foliage studded with small brilliant flowers of various colors. Must have full exposure to the sun. 9".

Iberis Gibraltarica (Candytuft)—A sheet of white flowers in spring completely covering its rich dark green foliage. 1' tall.

Linum Perenne (Flax)—Elegant, feathery leaved, free flowering, hardy perennials with transparent yellow blossoms. Dry, sunny location.

Phlox Subulata—An early spring flowering type with pretty moss-like evergreen foliage which is completely hidden under masses of pink bloom in April and May.

Saponaria (Soapwort)—Pretty prostrate rockery plant, flowers rosy-pink in great abundance in May and June.

Sedum Stolonifera (Stonecrop)—Evergreen leaves, flowers purplish pink in July and August. 6".

Sedum Spectabile—18" rose colored flowers, August-September.

Thymus (Thyme)—Prostrate creeping plant with fragrant foliage with rosy purple or crimson flowers in June and July.

Tunlea Saxifraga (Coat Flower)—Slender graceful plants with hairlike stems covered with small Baby's Breath-like flowers of light pink all summer.

PHLOX

(Varieties listed below)

Each	3 for	12 for
25c	65c	\$1.95
	Postpaid	

Phlox—Beautiful border plants, most effective in late summer and early fall. Large flower heads of various brilliant colors. Never let go to seed. In these five beautiful varieties:

- Phlox Beacon**—Brilliant cherry red, 36" tall.
- Phlox Rijnstroom**—Lovely rose pink, 36" tall.
- Phlox Rheinlander**—Large salmon pink, 36" tall.
- Phlox Richard Wallace**—White with red eye, 24" tall.
- Phlox Miss Lingard**—White with faint pink shadings, 36" tall.

- Firebrand**—Brilliant orange scarlet.
- Jules Sandeau**—Lovely watermelon pink.
- Mrs. Chas. Dorr**—Lavender.
- Thor**—Salmon pink.

COLUMBIA PATENTED

Columbia, Patented. A marvelous new phlox, a wonderful color. Extremely hardy, a vigorous grower; immense cameo pink blossoms.

Each 50c	3 for \$1.25
	Postpaid

CHRYSANTHEMUM . . .

HARDY VARIETY

(Varieties listed below)

Each	3 for	12 for
30c	80c	\$2.65
	Postpaid	

Chrysanthemum—Well known early autumn blooming plants of various colors.

—**Alladin—The Perpetual Flowering Chrysanthemum**—The first blooms appear in late July or early August, the color at first being a warm coppery bronze which deepens in early autumn.

—**Glory of Seven Oaks**—An August bloomer—soft clear yellow, medium height.

—**Petite Louise**—Very early flowering—medium height. Pale pink flowers 3" across, very free flowering.

PINK CUSHION

—**Dwarf Summer Flowering**—A dwarf compact plant covered with pink blossoms from late July until frost.

Each 50c	3 for \$1.25
	Postpaid

OLD-FASHIONED BLEEDING HEART

Each 40c	3 for \$1.00
	Postpaid



Phlox Subulata

Neosho Perennials Give Colorful Charm Year After Year

First Cost is the Last... and is Surprisingly Low, at Neosho's Direct-from- Grower-to-You Prices!

FEW plants yield such a rich return of pleasing color with little effort as hardy Neosho Perennials. Once planted, they return year after year to delight the gardener anew with their charming color of bloom and foliage—or their alluring fragrance. Neosho Perennials include familiar favorites and new improved varieties of outstanding Neosho Quality.

Anchusa—Tall spikes of beautiful blue flowers in June and intermittently all summer.

Anthemis (Tinctoria)—Handsome finely cut foliage and large golden yellow flowers all summer. Excellent cut flowers.

Artemesia (Silver King)—A striking white leaved contrast plant, gives an effect of bright frosted silver. 3' high. Excellent for winter bouquets.

Aster—Autumn flowering perennials, in various colors. 2'-3' high.

Aster Feitham Blue—A free flowering blue.

Aster Novae Angliae Roseum Superbum—Almost red and a profuse bloomer.

Baby's Breath (Gypsophila)—Numerous feathery panicles of small, starry white flowers borne in profusion on thread-like stalks in early summer.

Balloon Flower (Platycodon)—Large showy bell-shaped flowers of deep blue produced on 20" spikes all summer.

Canterbury Bells (Campanula)—Two or three-foot spikes of various colored large bell-shaped flowers during May and June. A biennial.

Catchfly (Lychnis)—Fine old-fashioned flower bearing large heads of brilliant pink flowers all summer. 8" to 10" tall.

Carnations—Hardy Garden. One of the most popular and useful flowers. Mixed colors.

Chinese Lantern (Physalis)—

Clove Pinks (Dianthus)—Rich colored flowers of spicy fragrance on spikes 12" to 18" high. Handsome glaucous green foliage. Will bloom all summer if flowers are cut.

Columbine (Aquilegia)—A graceful and beautiful perennial of various colors, blooming in spring. Should be planted in partial shade 12" apart.

Coreopsis (Tickseed)—Foliage small, with large bright yellow, daisy-like flowers from June through August. One to two feet high. Excellent in masses in border. Good for cutting.

Hints for Successfully Growing Perennials--

Clay soil should be made lighter with manure and sand. It pays to mix in thoroughly well-rotted manure or bonemeal in good soil that has been deeply dug.

Set plants a little deeper than they stood in the nursery and spread out the roots. Plants moved in full growth should always be cut back.

Cultivate during the growing season to preserve moisture, to aerate the soil, and to keep down weeds.

In dry spells, water thoroughly at intervals rather than frequent sprinklings.

A Perennial Garden Provides Blooming Flowers Early and Late



These Low Direct-to-You-Prices Mean Big Savings!

Each	3 for	12 for
20c	55c	\$1.65
Postpaid		

NOTE—You are allowed the regular lower quantity prices on the total number of plants you order... regardless of different varieties. You get any combination of varieties in this group you wish... at the regular low quantity prices.

Delphinium (Larkspur)—Beautiful stately spikes 4' to 6' tall of various blue shades in June.

Delphinium (Bellamossa)—Dark blue.

Delphinium (Belladonna)—Sky blue.

Delphinium (Gold Medal Hybrids)—Shades of deepest indigo, royal purple and pastel tones.

Eupatorium Coelestinum (Hardy Ageratum)—Light purple flowers similar to Ageratum, in flower from August until frost. 12" to 24".

Foxglove (Digitalis)—Flower heads over 3' long crowded with bell-shaped blossoms in colors from white and shell pink to deepest rose in June and July.

Gaillardia (Blanket Flower)—One of the most desirable hardy plants, has large daisy-like flowers 2 to 3 in. across, brilliant yellow at tips shading to maroon at center, profusely borne on strong stems 2 or 3 ft. high. Blossoms from June through October. Good for cutting.

Geranium (Sanguineum)—Attractive foliage and bright crimson flowers all summer. 18".

Hollyhocks—Old-fashioned flower growing 6'-8' tall. Should be planted in clumps.

Lemon Lily (Hemerocallis)—Sweet scented, clear yellow lily-like flowers on erect stems 2' to 3' high in June and July. Leaves are long and narrow.

Monarda (Bee-Balm)—Brilliant crimson-scarlet flowers from June to August.

Oriental Poppy (Papaver)—Large open flowers 6" to 8" across, brilliant orange-scarlet, borne on strong hairy stems 2' to 3' high. Foliage large, rough grayish green, becomes unsightly after blooming in June.

Painted Daisy (Pyrethrum)—Showy daisy-like flowers of all shades of color except blue and yellow, on long stems in May and June. Elegant, finely cut foliage. 18" to 24" high.

Plaintain Lily (Funkia)—Handsome large green foliage with lily-like blue flowers on spikes 2' to 3' tall, from July to August.

Physostegia Faise-Dragon-Head (Virginica)—Handsome long spikes of delicate pink flowers July to October.

Ornamental Grass (Eulalia Japonica)—Long narrow, graceful foliage, and when in flower the attractive silvery grey plumes are 6' to 7' high.

Red Hot Poker (Tritoma)—Long narrow, grassy leaves, drooping tubular flowers of rich orange-scarlet on long dense spikes in August to October.

Salvia Pratensis—Lilac blue flowers June-September. 2' high. Good border plant.

Shasta Daisy—Large white flowers on long stems from June through July. Excellent for cutting.

Santolina—A dwarf evergreen perennial with delicate silvery white foliage. Useful as rock or border plants. Also used to edge beds and walks. 1'.

Statice Latifolia—Heads of minute purplish, blue flowers in July-August. These if cut and dried last for months.

Stokesia—Cornflower Aster. A handsome perennial with china Aster-like flowers that appear late in the season on erect leafy stems 1' to 2' high. Blooms from July through October.

Sweet William (Dianthus Barbatus)—Brilliant flower heads of pink, white and crimson shades on leafy erect stems. 10" to 18" high in May and June. Really a biennial.

Special Perennial Offer!

12 Beautiful Perennials

Postpaid **\$1.49**

- 3 Gaillardia
- 3 Linum
- 3 Tunica
- 3 Santolina

12 Plants Postpaid \$1.49
2 Hollyhocks FREE

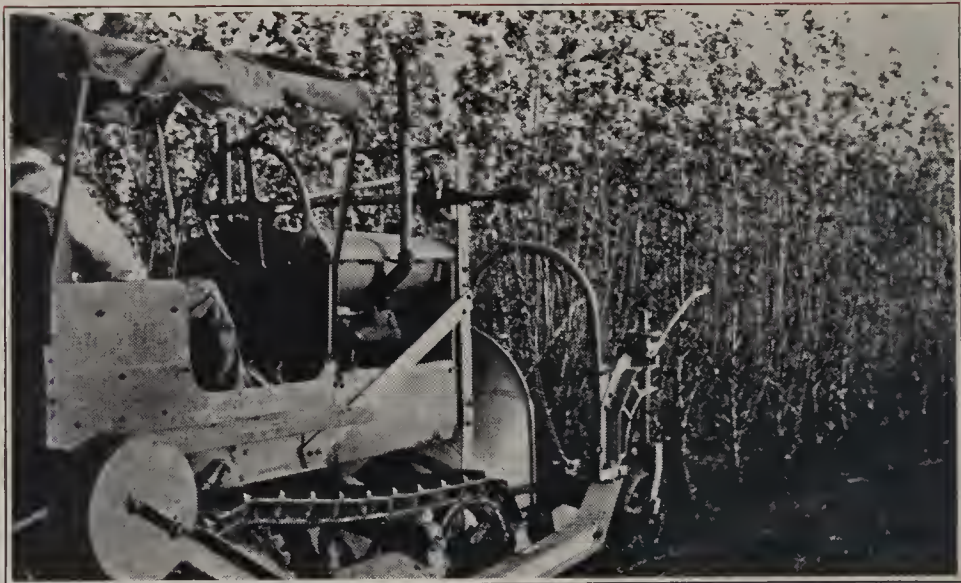
14 Plants in all



SPECIAL MONEY-SAVING OFFERS!

New latest model Tractor Power Digger as shown in accompanying illustration enables us to supply you with trees and shrubs with complete, well developed root systems.

This investment enables us not only to improve our service but actually to effect a saving in our digging expense which is passed on to the customer in better values.



ROSE LOVERS' ECONOMY SPECIAL

5 Choice Varieties—

- 1 Radiance, Red
- 1 Radiance, Pink
- 1 Mrs. Chas. Bell, shell pink
- 1 Kaiserin Augusta Victoria, white
- 1 Lady Hillingdon, yellow

\$1.98
Post-paid

FREE—With This Offer:

- 1 Hall's Honeysuckle Vine
- 1 Crimson Spirea, monthly blooming

12 Beautiful Shrubs \$2.59 Prepaid

What a bargain! Your choice of 2 or more each of any varieties . . . the total not to exceed 12 plants. Hardy, vigorous Neosho shrubs . . . that thrive and grow speedily. Order now!

Jetbead
Summer Lilac
Persian Lilac
Spirea Froebels

Japan Quince
Mock Orange Virginalis
(double)

FREE—With this offer, 6 Gladioli and 6 Iris.

\$1.00 -- SPECIAL OFFERS -- \$1.00

6 APPLE TREES, 2-3 ft.

Black Ben, Jonathan, Winesap,
Delicious, Wilson Red,
Yellow Transparent

\$1.00
Postpaid

6 PEACH TREES, 2-3 ft.

Elberta, Bell of Georgia, J. H. Hale,
Heath Cling, Early Rose, Rochester

\$1.00
Postpaid

3 ROSES, Everblooming 2-yr. Field Grown

Our Selection
1 Red, 1 Pink, 1 White

\$1.00
Postpaid

7 PERENNIALS

Sontolina, Tunica, Violets,
Sea Lavender, Hollyhocks,
Gaillardia, Physotegia,
Linum Perenne

\$1.00
Postpaid

25 GLADIOLI, Mixed Colors

1 DARK RED DAHLIA

\$1.00
Postpaid

10 IRIS, Mixed Colors, Good Varieties

2 PEONIES, 1 Red, 1 White

\$1.00
Postpaid

3 SHADE TREES, 3-4 ft.

Chinese Elm

\$1.00
Postpaid

3 CLIMBING VINES

1 Hall's Honeysuckle,
1 Clematis Japanese,
1 Scarlet Trumpet Honeysuckle

\$1.00
Postpaid

15 GRAPE VINES, Commercial Grade

Concord, Moore's Early

\$1.00
Postpaid

5 CHERRY TREES, 2-3 ft.

Montmorency

\$1.00
Postpaid

25 RASPBERRIES

Cumberland, Cuthbert,
St. Regis (Everbearing),
Chief, Latham

\$1.00
Postpaid

50 ASPARAGUS

Martha Washington

\$1.00
Postpaid

100 STRAWBERRIES

25 Blakemore, 25 Aroma,
25 Everbearing, 25 Dorsett

\$1.00
Postpaid

4 PLUM TREES, 2-3 ft.

Endicott, Abundance,
Compass, Wild Goose

\$1.00
Postpaid

NEOSHO NURSERIES CO.

"Yours for Growing Satisfaction"

NEOSHO, Mo.